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MONTHLY INDEXES OF RETAIL SALES IN CANADA

JANUARY 1940

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MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1940

Dollar value of retail purchasing in Canada increased 13 per cent during January, 1940, over January, 1939, while declining 42 per cent below the volume for December, 1939, according to composite figures for twelve lines of retail trade for which statistics are available. The substantial gain over January last year is in continuation of a steady advance which has been in progress since early in 1939, and which was further stimulated by the outbreak of the war. The decline below December, 1939, was only slightly greater than the average seasonal movement for this time of year, and is a reflection of the heavy Christmas trade of December, 1939. For the second consecutive month, all groups increased over the corresponding month of the preceding year, gains ranging from 7 to 22 per cent being recorded. The unadjusted general index stands at 70.6 for January, 1940, 122.0 for December, 1939, and 62.3 for January, 1939.

The adjusted index, which takes into account the varying sales importance of the days of the week as well as seasonal influences characteristic of the various months, receded slightly from the 87.4 recorded for December, 1939, to 86.2 for January, 1940, but was 14 per cent above the 78.2 shown for January a year ago.

Trend in dollar value of retail sales reflects changes both in prices and in the volume of goods purchased. The Bureau's Retail Price Index for January, 1940, was less than 4 per cent higher than for the corresponding month of 1939. Although price and retail sales indexes are not strictly comparable it is evident that the major portion of the increase in dollar sales represents an increase in the volume of goods passing into consumers' hands.

Regional statistics for those groups for which such figures are available reflected widespread improvement, increases being reported in all sections of the country. Gains over January, 1939, were particularly noteworthy in the Maritime Provinces.

The largest gain recorded was a 22 per cent advance in sales of furniture stores over January a year ago. Boot and shoe store sales were 18 per cent higher, as were sales of hardware stores. Music and radio stores reported increased sales amounting to 13 per cent, while a similar increase was reported by candy stores. Restaurant receipts were up 7 per cent over January, 1939.

A most outstanding feature of the results for January, 1940, and one which contributed to a considerable extent in effecting the increase in the general index, was the 19 per cent gain in sales of department stores over January, 1939. The Maritime Provinces led all other regions of the country with a gain of 33 per cent. Sales were up 20 per cent in the Prairie Provinces, 19 per cent in Ontario, 17 per cent in Quebec and 8 per cent in British Columbia.

Variety store sales averaged 12 per cent greater in January, 1940 than in the same month of last year. Sales in the Maritime Provinces were up 21 per cent; gains in other sections were held within the narrow range of 10 to 13 per cent.

Sales of men's and women's clothing stores advanced 14 and 7 per cent respectively over January, 1939. A gain of 44 per cent in men's clothing store sales in the Maritime Provinces was followed by increases of 14 per cent in Ontario, 11 per cent in both British Columbia and the Prairie Provinces, and a 7 per cent increase in Quebec. With a more moderate advance of 14 per cent, the Maritime Provinces showed the greatest improvement in sales of women's clothing stores also. Other increases were as follows: 11 per cent in British Columbia, 9 per cent in Ontario, 3 per cent in Quebec and 2 per cent in the Prairie Provinces.

An increase of 12 per cent over January, 1939, occurred in sales of grocery and meat stores in Canada. Regional results showed that most outstanding gains were recorded in Western Canada, sales in British Columbia and the Prairie Provinces

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The adjusted index, which takes into account the varying sales importance of the days of the week as well as seasonal influences characteristic of the various months, receded slightly from the 87.1 recorded for December, 1939, to 86.2 for January, 1940, but was 11 per cent above the 77.8 shown for January a year ago.

Trend in dollar value of retail sales reflects changes both in prices and in the volume of goods purchased. The Bureau's Retail Price Index for January, 1940, was less than 1 per cent higher than for the corresponding month of 1939, although the retail sales indexes are not strictly comparable it is evident that the major portion of the increase in dollar sales represents an increase in the volume of goods passing into consumers' hands.

Regional statistics for those groups for which such figures are available reflected widespread improvement, increases being recorded in all sections of the country for the year over January, 1939, were particularly noteworthy in the Maritime Provinces.

The highest gain recorded was 29 per cent advance in sales of furniture stores over January a year ago. Boot and shoe stores sales were 18 per cent higher, as were sales of hardware stores. Music and radio stores reported increased sales amounting to 15 per cent, while a similar increase was reported by candy stores. Department stores were up 7 per cent over January, 1939.

A most outstanding feature of the results for January, 1940, and one which contributed to a considerable extent in effecting the increase in the general index, was the 19 per cent gain in sales of department stores over January, 1939. The Maritime Provinces led all other regions of the country with a gain of 33 per cent. Sales were up 20 per cent in the Prairie Provinces, 19 per cent in Ontario, 17 per cent in Quebec and 8 per cent in British Columbia.

Variety store sales averaged 13 per cent greater in January, 1940, than in the same month of last year. Sales in the Maritime Provinces were up 21 per cent, while other sections were held within the narrow range of 10 to 13 per cent.

Sales of men's and women's clothing stores advanced 11 and 7 per cent respectively over January, 1939. A gain of 14 per cent in men's clothing store sales in the Maritime Provinces was followed by increases of 11 per cent in Ontario, 11 per cent in both British Columbia and the Prairie Provinces, and a 7 per cent increase in Quebec. With a more moderate advance of 14 per cent, the Maritime Provinces showed the largest improvement in sales of women's clothing stores also. Other sections were as follows: 11 per cent in British Columbia, 9 per cent in Ontario, 3 per cent in Quebec and 2 per cent in the Prairie Provinces.

An increase of 12 per cent over January, 1939, occurred in sales of grocery and meat stores in Canada. Regional results showed best sales outstanding gains recorded in Western Canada, sales in British Columbia and the Prairie Provinces

being 25 per cent higher in each case. Sales in Ontario and Quebec were up 10 and 7 per cent respectively, An index of grocery and meat store sales for the Maritime Provinces is not available.

Drug stores in Canada reported increased sales amounting to 7 per cent over January of last year. A 12 per cent gain in the Maritime Provinces was higher than that recorded for any other region. In the Prairie Provinces, the increase was 9 per cent; in Quebec, 7 per cent; while improvement of 5 per cent was shown for both Ontario and British Columbia.

Total sales of 19 departmental firms reporting sales by departments increased 17 per cent in January, 1940, over the same month of 1939. While increased sales were reported for all departments, most pronounced gains were those shown by the clothing and household lines. Shoe department sales increased 28 per cent, while men's clothing sales were up 22 per cent and women's clothing, 20 per cent. An advance of 23 per cent was reported in sales of hardware and sales of household appliances were 21 per cent higher. Sales of the music and radio department gained 19 per cent, while the furniture and home furnishings departments were both up 18 per cent. Sales of piece goods and smallwares were higher by 18 and 17 per cent respectively. Other increases were as follows: drugs, 8 per cent; food, 6 per cent; stationery and books, 1 per cent.

The annual summary of department store sales by departments for 1938 and 1939 appears in this bulletin. The totals shown represent sales of 23 departmental firms which report on this basis each month. Total sales during 1939 were 4% higher than in 1938, with all departments showing improvement over the previous year. Sales of men's and women's clothing reported gains of 7 and 6 per cent respectively over 1938, while sales of shoes increased 5 per cent. In the household group, the following gains were recorded: household appliances, 5 per cent; hardware and music and radio, 4 per cent each; home furnishings, 3 per cent; furniture, 1 per cent. Sales of piece goods and smallwares gained 3 and 4 per cent respectively, while stationery and drug sales were both up 1 per cent. Sales of food departments were only fractionally higher than in 1938.

Sales of a representative group of jewellery stores throughout Canada averaged 21 per cent higher in January, 1940, than in January a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	January, 1940 + or - per cent compared with		
	January 1930	January 1939	December 1939
General Index	- 24.2	+ 13.3	- 42.1
Boots and Shoes	- 32.4	+ 18.4	- 62.0
Candy	- 50.1	+ 12.5	- 63.5
Men's Clothing	- 16.0	+ 14.0	- 55.6
Women's Clothing	- 27.1	+ 7.0	- 56.7
Departmental	- 30.2	+ 18.5	- 55.4
Drugs	- 10.9	+ 6.6	- 27.5
Furniture	- 26.6	+ 22.2	- 46.1
Groceries and Meats	- 18.0	+ 12.1	- 19.0
Hardware	- 17.3	+ 17.7	- 40.6
Music and Radio	- 46.4	+ 12.6	- 40.5
Restaurant	- 43.5	+ 6.6	- 13.2
Variety	- 2.3	+ 12.4	- 67.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	95.4	94.7	112.7	91.5	91.6	132.7	88.8	87.9	117.2	125.3	125.1	189.5	79.2	79.1	114.6
January, 1930	93.1	91.8	109.3	67.5	67.2	97.4	84.6	83.2	110.9	74.8	74.1	112.3	71.2	70.6	102.3
January, 1931	80.6	76.8	91.4	66.1	62.2	90.1	68.4	64.1	85.4	60.9	57.5	87.1	62.0	58.5	84.8
January, 1932	67.1	66.1	78.7	63.5	61.6	90.6	61.0	58.8	78.4	51.2	50.2	76.1	58.7	57.5	83.3
January, 1933	54.8	56.4	67.1	45.1	46.8	69.8	46.0	47.1	62.8	44.9	46.5	70.5	45.1	46.7	67.7
January, 1934	58.0	57.9	68.9	45.4	45.8	71.5	47.5	47.1	62.8	40.7	40.8	61.8	46.5	46.6	67.5
January, 1935	58.5	58.1	70.8	43.9	43.9	74.4	39.8	39.4	54.7	49.7	49.6	75.2	44.0	43.9	63.6
January, 1936	61.0	60.2	73.5	40.8	40.7	74.0	44.7	43.9	61.0	52.2	51.7	77.2	47.1	46.7	70.8
January, 1937	65.8	64.8	79.0	44.0	42.7	79.1	43.2	41.7	57.9	60.4	59.2	83.4	50.8	49.8	75.5
January, 1938	64.7	66.5	81.2	45.3	46.6	86.2	40.9	39.7	55.1	60.9	63.3	89.2	51.6	53.6	81.3
January, 1939	62.3	64.1	78.2	38.5	40.0	74.0	37.5	38.5	53.5	55.1	57.0	80.3	48.5	50.2	76.0
January, 1940	70.6	70.7	86.2	45.6	46.1	85.4	42.2	41.9	58.3	62.8	62.9	88.6	51.9	52.1	78.9
1939															
February	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2(f)	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0(f)	84.1	84.0	75.7(f)
December	122.0	119.8	87.4	119.9	116.6	72.9(f)	115.7	114.6	61.6(f)	141.4	136.4	82.2	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2	45.6	46.1	85.4	42.2	41.9	58.3	62.8	62.9	88.6	51.9	52.1	78.9

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	89.1	88.0	110.0	101.1	99.1	103.2	86.4	85.6	115.7	99.1	99.1	102.2
January, 1930	92.0	90.5	113.2	99.5	97.3	101.3	80.9	80.1	108.2	106.6	105.4	108.7
January, 1931	75.1	73.0	91.2	94.7	90.5	94.3	68.6	66.4	89.8	95.4	88.9	91.6
January, 1932	61.5	62.2	77.8	85.3	83.1	86.6	53.0	53.1	71.8	79.3	76.6	79.0
January, 1933	51.7	53.1	66.4	74.5	75.0	78.1	32.4	33.2	46.7	66.7	69.1	71.2
January, 1934	56.1	55.6	69.5	75.7	74.7	77.8	43.7	43.2	63.6	70.8	71.4	73.6
January, 1935	54.1	53.4	72.1	77.9	76.4	79.6	43.8	43.4	65.7	71.7	71.7	74.7
January, 1936	53.6	52.7	71.3	75.8	74.1	79.7	46.9	46.4	70.3	78.6	77.9	81.1
January, 1937	57.2	57.8	78.2	84.0	81.9	88.1	58.5	58.6	88.8	82.8	80.1	83.5
January, 1938	56.3	57.8	78.1	84.8	83.5	89.8	54.6	56.0	84.8	79.4	82.8	86.3
January, 1939	54.2	55.7	75.2	83.2	83.8	90.1	48.6	49.9	75.6	78.0	81.1	84.4
January, 1940	64.2	63.7	86.0	88.7	89.3	96.0	59.4	58.9	89.2	87.4	88.3	92.0
1939												
February	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8(f)	90.8	92.1	92.1(f)	88.6	87.8	87.0(f)	88.7	88.9	89.8
December	143.8	144.8	89.4	122.4	119.3	96.2	110.2	110.5	99.6	107.9	102.5	92.4(f)
1940												
January	64.2	63.7	86.0	88.7	89.3	96.0	59.4	58.9	89.2	87.4	88.3	92.0

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
January, 1929	82.5	81.2	128.9	124.3	122.3	135.9	107.3	105.3	113.2	74.0	74.1	110.6
January, 1930	73.3	72.2	114.7	103.7	102.0	113.3	106.1	103.8	111.6	68.6	68.5	102.2
January, 1931	61.1	60.2	95.5	87.9	86.5	96.1	84.9	82.2	88.4	69.2	65.2	97.3
January, 1932	49.6	50.8	82.0	59.0	60.4	69.4	65.8	64.6	69.5	62.9	61.1	91.2
January, 1933	32.4	33.2	55.4	37.8	38.7	46.1	53.1	52.8	56.8	54.2	56.0	83.6
January, 1934	37.5	36.9	63.7	39.5	38.9	46.9	53.5	52.5	56.5	54.9	55.2	82.4
January, 1935	39.1	38.6	67.6	48.2	47.4	57.1	56.0	54.9	59.0	53.2	53.3	84.6
January, 1936	39.0	38.3	68.3	50.3	49.5	62.7	60.1	58.8	63.2	53.4	53.3	84.7
January, 1937	44.4	45.3	82.4	54.4	55.7	70.5	63.1	61.9	66.6	61.7	59.9	95.1
January, 1938	51.6	52.7	95.9	54.8	56.1	71.0	60.6	59.7	64.2	60.5	62.6	99.3
January, 1939	51.5	52.7	95.8	49.4	50.5	64.0	56.2	55.9	60.1	59.6	61.7	97.9
January, 1940	60.6	59.6	108.4	55.6	54.7	69.2	59.9	58.7	63.2	67.0	67.4	107.0
1939												
February	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
March	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0(f)	79.3	78.0	62.4(f)	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.4	95.5	69.2	69.0	67.7	66.4(f)	205.9	199.3	99.7(f)
1940												
January	60.6	59.6	108.4	55.6	54.7	69.2	59.9	58.7	63.2	67.0	67.4	107.0

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
anuary, 1936	66.1	68.9	64.3	67.5	60.0	70.2
anuary, 1937	76.5	80.6	74.3	80.4	64.4	75.6
anuary, 1938	77.2	83.1	77.3	78.8	69.9	77.3
anuary, 1939	69.8	66.5	68.5	72.4	63.6	72.6
anuary, 1940	79.5	95.4	73.4	82.6	70.8	80.3
939						
August	71.8	89.0	72.7	67.3	65.6	87.6
September	115.5	104.4	114.2	110.5	144.9	110.8
October	134.0	122.2	114.4	131.6	192.3	126.0
November	128.0(f)	142.5	117.5	129.1	147.1	111.5
December	179.2	215.5	150.7	188.8	173.4	187.6
940						
January	79.5	95.4	73.4	82.6	70.8	80.3
Change, January, 1940 .. / January, 1939	+14.0	+43.5	+ 7.2	+14.1	+11.3	+10.6
			Women's Clothing Stores			
anuary, 1936	66.1	72.4	57.8	69.3	62.6	69.3
anuary, 1937	71.3	81.3	66.2	76.6	60.3	70.2
anuary, 1938	72.5	88.1	64.9	75.6	66.5	73.7
anuary, 1939	68.1	82.0	60.8	69.2	71.5	72.1
anuary, 1940	72.9	93.8	62.7	75.4	73.1	80.1
939						
August	68.8	93.1	63.4	65.0	73.8	85.7
September	110.4	108.3	102.7	111.0	118.9	117.1
October	131.0	136.9	119.2	131.3	151.5	129.3
November	118.2(f)	144.9	107.2	122.1	123.9	108.3
December	168.5	210.3	149.8	177.5	167.7	158.0
940						
January	72.9	93.8	62.7	75.4	73.1	80.1
Change, January, 1940 .. / January, 1939	+ 7.0	+14.4	+ 3.1	+ 9.0	+ 2.2	+11.1
			Grocery and Meat Stores			
anuary, 1936	99.1	(a)	108.5	97.7	85.3	93.9
anuary, 1937	104.4	(a)	105.7	107.7	90.0	105.0
anuary, 1938	100.1	(a)	103.4	103.6	84.3	95.1
anuary, 1939	98.4	(a)	104.8	102.8	78.3	83.0
anuary, 1940	110.2	(a)	112.5	113.5	97.9	104.1
939						
August	109.8	(a)	100.1	106.7	135.2	121.7
September	123.7	(a)	117.6	122.0	143.1	124.2
October	109.5	(a)	109.6	108.0	115.4	107.5
November	111.9	(a)	109.3	113.8	113.9	107.8
December	136.1(f)	(a)	135.6	139.7	129.3	129.4
940						
January	110.2	(a)	112.5	113.5	97.9	104.1
Change, January, 1940 .. / January, 1939	+12.1	(a)	+ 7.3	+10.4	+25.0	+25.4

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
c) Includes men's furnishings.
f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
anuary, 1936	71.4	71.6	71.3	71.8	71.0	71.5
anuary, 1937	76.2	77.2	80.4	77.0	73.2	74.4
anuary, 1938	75.0	70.4	84.4	74.6	69.6	77.9
anuary, 1939	72.3	64.6	84.0	71.1	68.9	74.5
anuary, 1940	85.6	86.2	98.6	84.5	82.7	80.5
939						
August	81.7	85.3	84.2	78.7	77.9	95.4
September	119.3	101.6	125.1	119.1	120.6	120.1
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9(f)	131.9	128.5	126.1	128.7	112.6
December	191.7	207.6	207.2	197.8	177.9	177.0
940						
January	85.6	86.2	98.6	84.5	82.7	80.5
Change, January, 1940 .. / January, 1939	+18.5	+33.4	+17.4	+18.8	+20.0	+ 8.1
			Variety Stores			
anuary, 1936	59.4	53.5	58.1	61.5	56.2	61.6
anuary, 1937	68.6	65.9	69.7	71.1	60.5	67.6
anuary, 1938	67.2	66.2	69.3	67.1	64.6	71.8
anuary, 1939	66.2	60.4	71.2	64.4	62.0	74.1
anuary, 1940	74.4	73.3	80.3	71.9	68.0	81.2
939						
August	94.5	98.3	103.1	88.0	88.4	110.4
September	107.7	110.2	118.7	100.9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8(f)	251.5	220.1	223.8	223.2	267.3
940						
January	74.4	73.3	80.3	71.9	68.0	81.2
Change, January, 1940 .. / January, 1939	+12.4	+21.4	+12.8	+11.6	+ 9.7	+ 9.6
			Drug Stores			
anuary, 1936	90.9	85.8	94.3	92.5	86.9	86.3
anuary, 1937	100.7	96.5	104.7	102.0	94.2	102.2
anuary, 1938	101.7	101.3	106.2	103.0	93.9	101.6
anuary, 1939	99.8	97.2	104.4	100.4	94.2	100.7
anuary, 1940	106.3	108.9	111.8	105.4	102.3	105.3
939						
August	103.2	110.1	103.8	102.0	100.4	109.7
September	108.3	107.7	104.9	105.9	116.7	112.6
October	111.1	108.5	113.0	105.1	123.7	116.4
November.....	108.9(f)	110.8	111.8	108.2	109.5	103.5
December	146.8	164.9	133.1	145.2	156.3	151.1
940						
January	106.3	108.9	111.8	105.4	102.3	105.3
Change, January, 1940 .. / January, 1939	+ 6.6	+12.0	+ 7.1	+ 5.0	+ 8.6	+ 4.6

f) Final figures.

ANNUAL SUMMARY OF DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1938 and 1939

(Based on sales of 23 firms)

	1938	1939	% Change 1939/38
	$	$	
TOTAL SALES, ALL DEPARTMENTS	225,220,165	233,828,113	+ 3.8
1. Women's dresses, coats and suits	20,883,939	22,235,916	+ 6.5
2. Girls' and infants' wear	7,052,240	7,435,817	+ 5.4
3. Hosiery and gloves	10,478,821	10,981,906	+ 4.8
4. Lingerie and corsets	10,007,409	10,616,057	+ 6.1
5. Millinery	3,114,011	3,133,978	+ 0.6
6. Women's and children's apparel - (Total, 1-5) .	51,536,420	54,403,674	+ 5.6
7. Men's and boys' clothing and furnishings	25,765,142	27,625,420	+ 7.2
8. Drugs and toilet articles and preparations	7,210,599	7,259,886	+ 0.7
9. Piece goods	16,737,874	17,280,882	+ 3.2
10. Smallwares	8,240,547	8,567,899	+ 4.0
11. Food and kindred products	21,894,550	21,938,452	+ 0.2
12. Furniture (including mattresses, springs)	12,333,393	12,420,897	+ 0.7
13. Home furnishings	15,354,045	15,860,516	+ 3.3
14. Household appliances and electrical supplies ..	6,114,079	6,390,037	+ 4.5
15. Hardware and kitchen utensils	7,815,309	8,094,153	+ 3.6
16. Radios, musical instruments and supplies	3,360,808	3,487,716	+ 3.8
17. Shoes and other footwear	16,952,114	17,722,928	+ 4.5
18. Stationery, books and magazines	4,068,397	4,127,163	+ 1.4
19. All other departments, total	27,836,888	28,648,490	+ 2.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1939, AND JANUARY, 1940

(Based on sales of 19 firms)

	January 1939	January 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,389,132	15,681,496	+ 17.1
1. Womens dresses, coats and suits	1,090,904	1,285,658	+ 17.9
2. Girls' and infants' wear	314,637	385,791	+ 22.6
3. Hosiery and gloves	484,927	608,161	+ 25.4
4. Lingerie and corsets	635,139	749,242	+ 18.0
5. Millinery	101,310	116,472	+ 15.0
6. Women's and children's apparel - (Total, 1-5) ..	2,626,917	3,145,324	+ 19.7
7. Men's and boys' clothing and furnishings	1,281,748	1,563,608	+ 22.0
8. Drugs and toilet articles and preparations	512,004	552,019	+ 7.8
9. Piece goods	1,426,877	1,684,429	+ 18.1
10. Smallwares	586,303	683,956	+ 16.7
11. Food and kindred products	1,626,779	1,728,287	+ 6.2
12. Furniture (including mattresses, springs)	840,865	995,393	+ 18.4
13. Home furnishings	878,025	1,034,216	+ 17.8
14. Household appliances and electrical supplies ...	327,257	394,769	+ 20.6
15. Hardware and kitchen utensils	387,812	476,629	+ 22.9
16. Radios, musical instruments and supplies	261,049	310,514	+ 18.9
17. Shoes and other footwear	756,526	968,823	+ 28.1
18. Stationery, books and magazines	258,900	261,844	+ 1.1
19. All other departments, total	1,618,070	1,881,685	+ 16.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1940

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MONTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1940

Retail sales in Canada, as reflected in composite figures for twelve lines of retail trade dealing principally in clothing, food and household items gained 5 per cent in February, 1940, over the same month of 1939. Sales were also 1 per cent higher than in January of this year. This was the seventh consecutive month for which increases have been shown over the corresponding month in the previous year. The extent of the gain was greater than any recorded since the upswing in retail trade began in August, 1939, a result which must be attributed in part to the comparatively low level of trade in February, 1939, with which the comparison is made. The unadjusted index for February, 1940, stood at 71.2, compared with 61.5 for February, 1939, and 70.6 for January, 1940.

The seasonally adjusted index which is corrected to allow not only for normal seasonal movements but also for differences in number of business days, indicates that the underlying trend in retail purchasing in February was slightly downward from the immediately preceding months. The adjusted index stands at 84.6 for February, 2 per cent below the 86.2 recorded for January and compared with 87.5 for December, 83.2 for November, 88.6 for October and 87.6 for September, 1939.

All lines of business for which figures are available reported increases over February a year ago. Radio and music store sales were up by 31 per cent compared with increases of 12 per cent and 5 per cent shown in the comparisons for January and December with the corresponding month in the preceding year. Furniture store sales, which increased 22 per cent in January over January, 1939, registered a gain of 21 per cent in February.

Department store sales averaged 20 per cent higher in February of this year than last, all departments and all regions of the country reporting substantial increases. Results on a regional basis indicate a major increase of 34 per cent in the Maritime Provinces followed by gains of 21 per cent in the Prairie Provinces, 19 per cent in Ontario, 19 per cent in Quebec and 11 per cent in British Columbia. The home furnishings and piece goods departments came first in point of view of increased business with gains of 31 per cent and 26 per cent respectively over February a year ago. Sales of hardware and kitchen utensils were up by 25 per cent while the furniture department reported an increase of 22 per cent. Marked gains were also reported for departments specializing in the sale of clothing and apparel. The shoe department was up 20 per cent; men's and boys' clothing and furnishings, 20 per cent; women's and children's apparel, 16 per cent.

Variety store sales averaged 20 per cent higher than in February, 1939. Increases of 26 per cent were recorded in both the Maritime and Prairie Provinces; Quebec totals were up 22 per cent. Ontario and British Columbia recorded advances of 17 and 15 per cent respectively.

Identical gains of 20 per cent were reported for men's and women's clothing stores over February, 1939. Men's clothing store sales in the Maritime Provinces gained 45 per cent. Increases of 24 per cent in the Prairie Provinces and 20 per cent in Quebec were followed by advances of 17 per cent in Ontario and 14 per cent in British Columbia. The Maritime Provinces also reported the best increases in women's clothing sales, a 32 per cent advance in that region comparing with gains of 23 per cent in the Prairie Provinces, 22 per cent in Ontario, 21 per cent in British Columbia, and 11 per cent in Quebec.

Increases in dollar sales must be attributed in part to price changes and in part to an increase in the volume of goods purchased. The Bureau's retail clothing price index stands approximately 4 per cent higher for February, 1940 than 1939. A comparison of this rise in prices and the 20 per cent increase in dollar sales indicates that most of the gain in dollar volume must be attributed to an increase in the quantity of goods sold.

Grocery and meat store sales were 13 per cent higher in February of this year than last, the Bureau's retail price index for foods rising 5 per cent in the same comparison. Sales in British Columbia were up by 30 per cent; the Prairie Provinces, 29 per cent; Ontario, 11 per cent and Quebec, 7 per cent.

The gain for shoe stores was only slightly less than that for firms specializing in clothing, a gain of 18 per cent over February a year ago being recorded. Hardware store sales were up 19 per cent, while both restaurants and candy stores did 13 per cent more business in February of this year than last.

Drug stores reported the smallest increase with an average gain for the country as a whole of 6 per cent over February, 1939. Sales in the Prairie Provinces were up 13 per cent while British Columbia sales were 11 per cent higher. Gains in other regions were 8 per cent for the Maritime Provinces, 5 per cent for Ontario and 1 per cent for Quebec.

Returns from a sample number of jewellery stores reveal an increase of 25 per cent over February, 1939.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	February, 1940 + or - per cent compared with			Cumulative Indexes
	February 1930	February 1939	January 1940	Jan.-Feb., 1940 / Jan.-Feb., 1939
General Index	- 17.7	+ 15.8	+ 0.8	+ 14.5
Boots and Shoes	- 47.7	+ 17.8	- 17.3	+ 19.2
Candy	- 43.6	+ 13.2	+ 34.4	+ 12.8
Men's Clothing	- 18.7	+ 20.4	- 13.9	+ 16.5
Women's Clothing	- 34.0	+ 20.1	- 7.8	+ 13.6
Departmental	- 21.9	+ 19.6	+ 0.9	+ 19.0
Drugs	- 9.5	+ 6.0	- 1.5	+ 6.1
Furniture	- 17.8	+ 21.2	+ 23.2	+ 21.3
Groceries and Meats	- 6.5	+ 13.1	+ 3.5	+ 12.6
Hardware	- 21.5	+ 18.7	- 8.5	+ 16.5
Music and Radio	- 33.1	+ 30.8	+ 2.4	+ 23.4
Restaurant	- 39.3	+ 13.2	- 2.7	+ 9.8
Variety	- 2.0	+ 20.1	+ 7.9	+ 16.3

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929 ..	92.5	98.8	113.5	81.2	86.3	125.0	99.5	107.9	117.3	115.1	122.6	197.7	70.5	75.1	110.4
February, 1930 ..	86.5	92.4	106.2	73.3	77.9	112.8	100.4	109.0	118.5	66.2	70.5	113.7	73.3	78.1	114.9
February, 1931 ..	77.3	82.5	94.8	59.7	63.5	94.7	74.3	80.6	87.6	53.4	56.9	91.8	58.7	62.5	91.9
February, 1932 ..	66.0	68.5	78.7	48.8	50.2	78.4	63.4	66.8	72.7	43.4	45.1	72.7	51.6	53.6	78.8
February, 1933 ..	52.1	55.5	63.8	39.2	41.6	69.3	51.5	55.8	60.6	31.3	33.3	53.7	43.2	46.0	67.6
February, 1934 ..	56.3	60.0	69.0	37.5	39.9	69.9	51.7	56.0	60.9	41.9	44.6	71.9	42.9	45.7	67.2
February, 1935 ..	57.7	61.5	70.7	36.4	38.7	70.3	55.6	60.3	60.3	44.6	47.5	76.6	45.3	48.3	71.0
February, 1936 ..	62.3	61.8	71.1	41.4	40.2	74.4	61.6	61.5	61.5	46.3	45.4	76.9	40.9	40.1	68.0
February, 1937 ..	63.4	67.7	77.8	43.4	46.2	85.5	55.3	60.0	60.0	49.7	52.9	84.0	42.7	45.5	77.1
February, 1938 ..	63.9	68.2	78.4	39.5	42.0	77.7	54.1	58.7	58.7	47.7	50.8	80.6	43.6	46.4	78.6
February, 1939 ..	61.5	65.7	75.5	32.5	34.6	64.0	50.0	54.3	54.3	44.7	47.7	75.7	40.3	42.9	72.7
February, 1940 ..	71.2	73.6	84.6	38.3	39.5	73.1	56.6	59.5	59.5	53.8	55.4	88.0	48.4	49.8	84.5
1939															
March	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2(f)	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0	84.1	84.0	75.7
December	122.1	119.8	87.5	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1(f)	119.9	115.7	74.6(f)
1940															
January	70.6	70.7	86.2	46.3	46.8	86.6(f)	42.1	41.9	58.2(f)	62.5	62.6	88.2	52.5	52.7	79.8
February	71.2	73.6	84.6	38.3	39.5	73.1	56.6	59.5	59.5	53.8	55.4	88.0	48.4	49.8	84.5

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929	81.6	86.9	103.5	99.3	107.9	106.8	118.8	126.6	139.1	97.4	103.5	105.6
February, 1930	83.0	88.4	105.2	96.2	104.5	103.4	88.4	94.1	103.4	96.8	102.9	105.0
February, 1931	75.9	80.9	96.3	89.0	96.6	95.6	79.4	84.6	92.9	88.2	93.8	95.7
February, 1932	62.1	63.8	75.9	86.2	91.0	90.1	61.3	62.9	69.9	77.9	81.1	82.7
February, 1933	49.5	52.7	62.7	69.7	75.7	75.0	40.3	42.9	49.3	64.0	68.0	69.4
February, 1934	54.9	58.5	69.7	70.5	76.5	75.7	48.6	51.7	62.3	68.6	72.9	74.4
February, 1935	54.4	57.9	72.4	74.7	81.1	80.3	55.6	59.2	71.3	69.6	73.9	75.4
February, 1936	57.8	58.4	73.0	76.9	78.7	80.3	59.0	59.1	71.1	78.9	76.4	77.9
February, 1937	58.6	62.4	78.1	82.0	89.0	90.8	68.2	72.5	87.4	76.8	81.8	83.5
February, 1938	57.8	61.5	76.9	78.5	85.2	86.9	63.3	67.4	81.1	81.0	86.2	88.0
February, 1939	54.2	57.7	72.2	82.2	89.3	91.1	60.0	64.0	77.1	80.0	85.2	86.9
February, 1940	64.8	66.3	82.9	87.1	94.6	96.5	72.7	74.7	90.0	90.5	93.3	95.2
1939												
March	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8(f)	90.8	92.1	92.1	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2(f)	110.2	110.5	99.6(f)	107.9	102.5	92.4(f)
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.6	87.4	88.3	92.0
February	64.8	66.3	82.9	87.1	94.6	96.5	72.7	74.7	90.0	90.5	93.3	95.2

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
February, 1929	77.2	82.4	121.2	130.5	139.1	159.9	103.0	111.9	116.6	83.5	88.8	120.0
February, 1930	68.8	73.4	108.0	88.2	94.0	108.0	96.2	104.5	108.9	73.9	78.6	106.2
February, 1931	59.9	63.9	95.4	84.5	90.1	103.6	77.5	84.2	87.7	69.5	73.9	99.9
February, 1932	52.0	53.3	80.8	57.1	58.4	67.2	64.0	67.1	69.9	64.0	66.2	89.5
February, 1933	30.9	33.0	52.4	33.5	35.7	41.0	49.3	53.6	55.8	55.7	59.2	80.1
February, 1934	35.5	37.9	63.2	40.7	43.4	49.9	50.4	54.8	57.1	55.5	59.1	79.9
February, 1935	37.3	39.8	68.7	47.2	50.3	57.8	52.3	56.8	59.2	57.7	61.5	85.4
February, 1936	38.3	39.1	69.9	45.9	47.0	59.5	58.5	60.7	63.2	60.8	59.1	82.0
February, 1937	42.2	44.9	80.2	53.5	57.0	72.2	60.5	65.7	68.4	62.8	66.9	92.9
February, 1938	47.7	50.7	90.5	47.8	51.0	64.6	58.2	63.2	65.8	62.6	66.7	92.6
February, 1939	45.5	48.5	86.7	45.1	48.1	60.9	51.6	56.1	58.4	60.3	64.3	89.3
February, 1940	54.0	55.2	98.6	59.0	60.4	76.5	58.4	61.3	63.8	72.4	74.6	103.6
1939												
March	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.3
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	96.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	65.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2(f)	93.0	95.2	69.0(f)	69.0	67.7	66.4	205.9	199.3	99.7(f)
1940												
January	59.0	58.1	105.6	57.6	56.6	71.7	60.0	58.9	63.3(f)	67.1	67.5	107.2
February	54.0	55.2	98.6	59.0	60.4	76.5	58.4	61.3	63.8	72.4	74.6	103.6

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
February, 1936	58.7	60.5	56.7	61.3	52.1	57.0
February, 1937	63.0	62.8	59.7	66.9	55.3	60.1
February, 1938	60.5	68.4	59.7	62.2	53.8	59.6
February, 1939	56.7	58.9	53.8	59.3	50.2	59.4
February, 1940	68.1	85.4	64.5	69.1	62.0	67.7
1939						
September	115.5	104.4	114.2	110.5	144.9	110.8
October	134.0	122.2	114.4	131.6	192.3	126.0
November	128.0	142.5	117.5	129.1	147.1	111.5
December	179.0(f)	213.4	150.5	188.9	173.4	187.5
1940						
January	79.2	93.6	73.6	82.2	70.4	79.5
February	68.1	85.4	64.5	69.1	62.0	67.7
% Change, February, 1940 / February, 1939	+20.[illegible]	+45.0	+19.9	+16.5	+23.5	+14.0
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1939	+16.5	+42.7	+12.9	+14.9	+16.3	+11.5
			Women's Clothing Stores			
February, 1936	57.4	61.7	60.8	57.3	55.4	53.6
February, 1937	60.0	60.2	62.6	59.3	59.9	58.0
February, 1938	61.3	63.5	64.0	60.5	59.7	59.8
February, 1939	56.5	56.8	57.0	56.2	54.0	60.9
February, 1940	67.9	75.2	63.2	68.4	69.3	73.4
1939						
September	110.4	108.3	102.7	111.0	118.9	117.1
October	131.0	136.9	119.2	131.3	151.5	129.3
November	118.2	144.9	107.2	122.1	123.9	108.3
December	168.4(f)	210.3	149.5	177.6	168.2	156.8
1940						
January	73.8	94.0	63.1	76.9	73.4	79.6
February	67.9	75.2	63.2	68.4	69.3	73.4
% Change, February, 1940 / February, 1939	+20.1	+32.4	+10.9	+21.7	+28.3	+20.5
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1939	+13.6	+21.9	+ 7.2	+15.9	+13.7	+15.0
			Grocery and Meat Stores			
February, 1936	99.5	(a)	106.1	98.5	89.6	95.9
February, 1937	96.9	(a)	98.1	98.0	87.7	101.4
February, 1938	102.1	(a)	104.5	103.8	91.1	102.2
February, 1939	100.9	(a)	109.1	104.1	81.0	84.5
February, 1940	114.2	(a)	117.0	115.7	104.8	110.2
1939						
September	123.7	(a)	117.6	122.0	143.1	124.2
October	109.5	(a)	109.6	108.0	115.4	107.5
November	111.9	(a)	109.3	113.8	113.9	107.8
December	136.1(f)	(a)	135.6	139.7	129.3	129.4
1940						
January	110.2	(a)	112.6	113.4	97.9	104.0
February	114.2	(a)	117.0	115.7	104.8	110.2
% Change, February, 1940 / February, 1939	+13.1	(a)	+ 7.2	+11.1	+29.4	+30.4
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1939	+12.6	(a)	+ 7.3	+10.7	+27.2	+27.9

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
February, 1936 ..	76.9	74.1	76.6	77.7	76.0	78.2
February, 1937 ..	78.0	73.4	79.2	79.3	76.1	78.9
February, 1938 ..	76.9	70.7	81.9	78.1	71.9	80.8
February, 1939 ..	72.2	64.2	77.3	72.9	68.6	77.0
February, 1940 ..	86.4	86.0	92.2	87.0	83.0	85.7
1939						
September	119.3	101.6	125.1	119.1	120.6	120.1
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9(f)	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
1940						
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.4	86.0	92.2	87.0	83.0	85.7
% Change, February, 1940 / February, 1939	+19.6	+34.0	+19.3	+19.3	+21.0	+11.3
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1939	+19.0	+34.0	+17.9	+19.2	+20.6	+ 9.7
			Variety Stores			
February, 1936 ..	67.6	62.3	70.4	68.9	61.6	68.7
February, 1937 ..	69.8	65.2	71.2	71.1	67.0	70.6
February, 1938 ..	69.6	64.5	73.3	69.2	66.5	77.8
February, 1939 ..	67.0	62.0	69.6	66.0	61.3	79.3
February, 1940 ..	82.1	78.3	85.0	77.2	77.2	91.4
1939						
September	107.7	110.2	118.7	100.9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8(f)	251.5	220.1	223.8	223.2	267.3
1940						
January	74.5	73.9	79.9	72.3	68.2	81.2
February	82.1	78.3	85.0	77.2	77.2	91.4
% Change, February, 1940 / February, 1939	+20.1	+26.3	+22.1	+17.0	+25.9	+15.3
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1949	+16.3	+24.3	+17.1	+14.6	+17.9	+12.5
			Drug Stores			
February, 1936 ..	92.2	87.4	98.0	93.3	86.3	89.1
February, 1937 ..	98.3	92.8	107.1	99.0	89.8	96.8
February, 1938 ..	94.1	92.7	99.2	94.5	88.5	93.9
February, 1939 ..	98.6	99.9	111.7	98.3	88.3	91.8
February, 1940 ..	104.4	107.9	112.3	102.9	99.5	102.3
1939						
September	108.3	107.7	104.9	105.9	116.7	112.6
October	111.1	108.5	113.0	105.1	123.7	116.4
November	108.9	110.8	111.8	108.2	109.5	103.5
December	146.8(f)	166.3	133.1	145.2	156.3	151.1
1940						
January	106.0	109.4	111.6	105.1	101.6	104.4
February	104.4	107.9	112.3	102.9	99.5	102.3
% Change, February, 1940 / February, 1939	+ 6.0	+ 8.0	+ 0.5	+ 4.7	+12.7	+11.4
% Change, Jan.-Feb., 1940 / Jan.-Feb., 1939	+ 6.1	+10.2	+ 3.6	+ 4.7	+10.2	+ 7.4

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
FEBRUARY, 1939, AND FEBRUARY, 1940

(Based on sales of 19 firms)

	February 1939	February 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,401,689	15,780,555	+ 17.8
. Women's dresses, coats and suits	1,031,754	1,223,509	+ 18.6
. Girls' and infants' wear	293,612	354,005	+ 20.6
. Hosiery and gloves	556,786	592,166	+ 6.4
. Lingerie and corsets	604,859	711,751	+ 17.7
. Millinery	110,667	130,782	+ 18.2
. Women's and children's apparel - (Total, 1-5)	2,597,678	3,012,213	+ 16.0
. Men's and boys' clothing and furnishings	1,182,492	1,413,762	+ 19.6
. Drugs and toilet articles and preparations	541,514	576,147	+ 6.4
. Piece goods	1,200,232	1,514,334	+ 26.2
. Smallwares	563,467	663,161	+ 17.7
1. Food and kindred products	1,637,023	1,770,158	+ 8.1
2. Furniture (including mattresses, springs)	1,019,521	1,238,724	+ 21.5
3. Home furnishings	1,002,073	1,308,699	+ 30.6
4. Household appliances and electrical supplies	411,448	482,592	+ 17.3
5. Hardware and kitchen utensils	512,268	638,910	+ 24.7
6. Radios, musical instruments and supplies	254,245	279,621	+ 10.0
7. Shoes and other footwear	720,531	866,269	+ 20.2
8. Stationery, books and magazines	255,649	268,507	+ 5.0
9. All other departments, total	1,503,548	1,747,458	+ 16.2

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

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MONTHLY INDEXES OF RETAIL SALES

IN

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MONTHLY INDEXES OF RETAIL SALES, MARCH, 1940

Retail trade in Canada continued to show improvement over last year, composite sales figures for twelve lines of business for March, 1940, recording a gain of 14 per cent over March a year ago. March sales were also 16 per cent higher than sales in February, 1940. Although the increase over March, 1939, is approximately on a par with gains shown for the first two months of 1940 over the corresponding months of last year, it must be considered comparatively moderate in view of the concentration of Easter business in March this year whereas the effect of Easter trade was almost completely centered in April a year ago. Unadjusted indexes (on the base 1930 equals 100) stood at 82.9 for March, 1940, 72.9 for March, 1939 and 71.2 for February, 1940.

The general index of retail sales, adjusted for differences in number of business days and for normal seasonal variations, continued in a downward direction, a course which it has maintained for the past three months. The index for March, 1940, at 83.3, compares with 84.5 for February, 86.2 for January, 87.5 for December, 1939, and 76.2 for March a year ago. Unfavorable weather prevailing in most parts of Canada during March was effective in curtailing some Easter buying which would otherwise have been done.

Cumulative indexes for the first quarter of the current year revealed an increase of 14 per cent in the general index of retail sales over the same period of 1939. Variety store sales in the first three months were up 23 per cent over last year, while the gain in department store sales in the same comparison amounted to 15 per cent. Men's and women's clothing store sales increased 20 and 17 per cent respectively, with boot and shoe store sales 21 per cent higher. Improvement in household lines ranged from 15 to 19 per cent, and grocery and meat store sales were up 13 per cent.

Increases were recorded for March this year over last in all lines of retail trade for which statistics are available. Candy store sales were more than double last year's figures, Easter business being an important factor in this comparison. Sales of boot and shoe stores were 25 per cent higher. Furniture store sales were up 16 per cent, while gains in sales of hardware and music and radio stores amounted to 13 and 10 per cent respectively.

One of the smaller increases was that shown for department stores where the gain over March, 1939, amounted to only 9 per cent. Sales in Ontario were up only 5 per cent as compared with an average increase of 19 per cent for the two preceding months over the same period a year ago. Quebec sales were 9 per cent greater, while gains of 11 and 12 per cent were recorded for the Prairie Provinces and British Columbia respectively. Sales in the Maritime Provinces gained 22 per cent over March, 1939. The summary of department store sales by departments showed average improvement of 11 per cent in March, 1940, over March, 1939. The figures used in this summary do not represent sales of the complete field covered in the index of department store sales; this accounts for a large portion of the difference between the comparisons for the two series. Increases occurred in sales of all departments, but there was a wide range in the degree of improvement shown for the various lines. Sales of men's clothing gained 10 per cent, but women's clothing sales were only 9 per cent higher and boot and shoe sales, 11 per cent. Sales of radios and musical instruments showed the highest gain with an advance of 24 per cent. Furniture sales were up 18 per cent, home furnishings gained 17 per cent, but sales of household appliances and hardware departments recorded only moderate increases of 10 and 5 per cent respectively. Sales of the food department, chiefly representing sales of groceries and meats, gained 12 per cent.

Variety store sales were 36 per cent higher in March, 1940, than in March a year ago. Sales in the Maritime Provinces were up 47 per cent and a gain of 35 per cent was recorded for the Prairie Provinces. Increases in other regions were consistent, sales being up 28 per cent in both Quebec and Ontario and 25 per cent in British Columbia.

Men's and women's clothing store sales were up 28 and 22 per cent respectively for the Dominion as a whole. Continued pronounced increases in the Maritime Provinces featured the regional comparisons for both groups. Men's clothing store sales in the Maritime Provinces were up 55 per cent. Increases in other sections of the country were as follows: Ontario, 31 per cent; Quebec, 26 per cent; British Columbia, 20 per cent and the Prairie Provinces, 13 per cent. In the women's clothing store group also, figures for the Maritimes were more than 50 per cent above last year's figures, while a gain of 30 per cent occurred in British Columbia. Sales were up 25 per cent in the Prairies, 20 per cent in Ontario and 14 per cent in Quebec.

Increases reported in sales of grocery and meat stores over March, 1939, corresponded closely with gains recorded in the two previous months of 1940 over the same months last year. The index of sales for Canada showed a gain of 13 per cent. Major increases occurred in Western Canada, sales in British Columbia being up 31 per cent and the Prairie Provinces, 29 per cent. Gains in Ontario and Quebec were 10 and 9 per cent respectively.

Sales of drug stores in Canada averaged 4 per cent higher in March, 1940, than in March, 1939. The only outstanding increase in this group was in the Maritime Provinces, where sales were 16 per cent higher. In other sections, gains held within a narrow range, with improvement of 6 per cent in the Prairie Provinces, 3 per cent in Ontario, 2 per cent in Quebec and 1 per cent in British Columbia being recorded.

Returns from a representative sample of jewellery stores in Canada showed sales 35 per cent higher in March, 1940 than in the same month a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	March, 1940 + or - per cent compared with			Cumulative Indexes
	March 1930	March 1939	February 1940	Jan.-Mar., 1940 / Jan.-Mar., 1939
General Index	- 12.4	+ 13.7	+ 16.4	+ 14.2
Boots and Shoes	- 32.0	+ 24.8	+ 59.4	+ 21.4
Candy	+ 1.6	+114.4	+ 64.7	+ 47.0
Men's Clothing	- 29.1	+ 27.7	+ 32.5	+ 20.3
Women's Clothing	- 14.9	+ 21.8	+ 49.3	+ 17.1
Departmental	- 19.1	+ 9.1	+ 10.5	+ 15.3
Drugs	- 11.4	+ 4.3	+ 8.8	+ 5.5
Furniture	- 22.0	+ 15.6	+ 5.1	+ 18.7
Groceries and Meats	+ 3.6	+ 13.1	+ 15.5	+ 12.8
Hardware	- 21.0	+ 12.6	+ 21.8	+ 15.2
Music and Radio	- 37.6	+ 10.2	- 1.4	+ 17.9
Restaurant	- 37.5	+ 6.0	+ 8.2	+ 8.5
Variety	+ 11.5	+ 35.7	+ 30.2	+ 23.3

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	110.0	108.5	110.7	137.9	133.7	148.6	149.5	144.2	110.9	156.0	152.8	152.8	107.6	105.4	114.6
March, 1930	94.6	91.3	102.5	89.6	84.4	115.6	92.4	89.8	105.7	100.0	95.8	122.8	85.4	81.8	107.6
March, 1931	87.1	87.4	94.0	76.2	76.5	88.9	68.3	70.1	82.4	82.2	83.1	93.4	82.6	83.5	99.4
March, 1932	73.0	73.1	74.6	64.3	64.8	72.0	99.0	98.0	75.4	61.5	62.1	62.1	68.4	69.1	75.1
Marhc, 1933	61.6	59.2	66.5	45.7	44.3	58.3	44.0	43.1	50.8	52.7	50.7	65.0	50.5	48.5	63.8
March, 1934	69.7	66.5	67.9	73.8	69.4	77.1	84.2	78.8	60.6	67.3	64.0	64.0	63.8	60.6	65.9
March, 1935	67.6	64.4	72.4	61.2	57.6	78.9	52.2	50.3	59.2	58.2	54.9	70.4	57.6	54.3	71.4
March, 1936	66.9	67.2	73.8	61.4	61.7	78.1	47.5	48.7	57.2	59.3	59.9	76.8	58.2	58.8	68.4
March, 1937	75.5	76.1	77.7	62.8	63.3	70.3	85.3	84.7	65.2	71.2	72.5	83.3	69.2	70.5	77.5
March, 1938	73.3	71.1	79.9	59.0	57.7	76.9	44.4	43.9	51.7	63.1	61.3	78.6	64.4	62.6	73.6
March, 1939	72.9	70.1	76.2	48.8	47.4	55.1	43.8	43.5	51.1	55.5	53.3	66.6	59.7	57.4	66.0
March, 1940	82.9	81.7	83.3	60.9	59.2	65.8	93.9	90.7	69.8	70.9	69.4	79.8	72.7	71.2	77.4
1939															
April	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0	84.1	84.0	75.7
December	122.1	119.8	87.5(f)	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2	46.3	46.8	86.6(f)	42.1	41.9	58.2(f)	62.4	62.6	88.1(f)	52.5	52.6	79.7(f)
February	71.2	73.5	84.5	38.2	39.4	72.9	57.0	60.0	60.0	53.5	55.1	87.5	48.7	50.2	85.1
March	82.9	81.7	83.3	60.9	59.2	65.8	93.9	90.7	69.8	70.9	69.4	79.8	72.7	71.2	77.4

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	101.5	102.6	105.7	109.0	106.3	105.2	128.5	128.8	148.1	108.8	105.2	105.2
March, 1930	88.5	86.4	97.1	107.1	105.4	104.4	97.0	93.9	107.9	100.9	95.7	99.7
March, 1931	86.6	85.9	93.3	93.7	94.4	93.5	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932	69.2	68.6	70.7	90.9	89.1	88.2	56.9	56.3	64.8	84.7	86.1	86.1
March, 1933	59.4	56.5	63.5	75.5	73.8	73.1	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934	67.1	65.3	68.0	81.1	77.5	76.7	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935	61.4	59.7	67.1	82.6	80.5	79.7	62.2	60.2	69.2	81.6	75.9	79.1
March, 1936	62.5	61.9	72.0	78.6	79.2	81.6	62.1	61.4	70.6	78.1	79.5	81.9
March, 1937	70.8	70.5	76.6	88.2	87.1	89.8	78.1	77.3	88.9	84.7	87.3	87.3
March, 1938	66.5	63.5	75.5	86.4	84.7	87.3	66.7	63.8	73.4	88.5	86.6	90.2
March, 1939	65.6	62.4	71.7	91.0	89.0	91.8	65.5	62.8	72.2	92.4	89.1	91.9
March, 1940	71.6	72.4	75.4	94.9	92.8	95.7	75.7	75.9	87.3	104.5	101.2	101.2
1939												
April	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2	111.5	111.8	100.7	107.9	102.5	92.4(f)
1940												
January	64.2	63.6	86.0(f)	88.4	89.0	95.7(f)	59.0	58.5	88.7	87.4	88.3	92.0
February	64.8	66.3	82.8	87.2	94.7	96.6	72.0	74.0	89.1(f)	90.5	93.3	95.2
March	71.6	72.4	75.4	94.9	92.8	95.7	75.7	75.9	87.3	104.5	101.2	101.2

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	88.1	90.3	128.9	114.6	117.3	150.4	112.2	110.1	113.5	103.8	100.8	121.5
March, 1930	83.4	82.1	117.3	92.2	90.7	116.3	101.1	99.5	102.6	84.2	79.6	100.8
March, 1931	78.1	76.9	109.9	76.3	75.1	95.1	85.2	84.7	87.3	77.5	77.9	97.4
March, 1932	51.8	51.1	73.0	50.2	49.4	61.0	66.6	65.3	67.3	72.3	72.7	87.6
March, 1933	40.9	38.8	55.5	38.5	36.5	44.5	55.3	54.1	55.8	60.4	58.7	74.2
March, 1934	48.7	48.0	68.6	42.2	41.5	50.6	59.8	57.9	59.7	76.1	71.7	87.4
March, 1935	49.4	48.7	69.6	50.9	50.1	61.1	59.1	58.0	59.8	67.5	63.7	80.6
March, 1936	52.9	52.0	74.2	49.6	48.8	60.2	62.9	62.5	64.4	65.1	65.5	81.8
March, 1937	61.4	60.3	86.2	59.4	58.4	72.1	68.1	66.8	68.9	79.6	80.4	96.9
March, 1938	63.0	59.5	85.0	56.8	53.8	66.4	64.9	63.7	65.7	70.0	68.3	86.5
March, 1939	58.5	55.5	79.2	52.2	49.4	61.0	59.6	58.3	60.1	69.2	67.3	84.1
March, 1940	65.9	67.4	96.3	57.5	58.8	72.6	63.2	62.0	64.0	93.9	91.3	110.0
1939												
April	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	99.6
1940												
January	59.2	58.3	106.0(f)	57.1	56.2	71.1(f)	60.0	58.9	63.3(f)	67.1	67.5	107.2
February	54.1	55.4	98.9	58.3	59.6	75.5	58.4	61.3	63.9	72.1	74.3	103.3(f)
March	65.9	67.4	96.3	57.5	58.8	72.6	63.2	62.0	64.0	93.9	91.3	110.0

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
arch, 1936	75.1	76.3	78.7	76.5	69.9	66.8
arch, 1937	90.2	90.0	87.5	92.3	88.4	86.9
arch, 1938	80.0	82.1	73.9	83.4	82.0	70.8
arch, 1939	70.3	68.6	68.6	69.4	76.0	73.0
arch, 1940	89.8	106.3	86.4	90.6	85.9	87.2
39						
October	134.0	122.2	114.4	131.6	192.3	126.0
November	128.0	142.5	117.5	129.1	147.1	111.5
December	179.0	213.4	150.5	188.9	173.4	187.5
40						
January	79.1(f)	91.7	73.6	82.4	70.9	79.4
February	67.8	83.2	64.2	68.9	61.6	68.0
March	89.8	106.3	86.4	90.6	85.9	87.2
Change, March, 1940 / March, 1939	+27.7	+55.0	+25.9	+30.5	+13.0	+19.5
Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+20.3	+44.9	+17.4	+20.3	+15.1	+14.4
Women's Clothing Stores						
rch, 1936	81.8	75.8	81.0	81.1	83.6	85.5
rch, 1937	97.2	87.7	83.4	96.6	102.4	117.8
rch, 1938	90.5	83.6	79.6	92.7	94.0	98.7
rch, 1939	83.8	76.9	75.7	82.7	92.9	102.7
rch, 1940	102.1	120.2	86.0	99.4	116.2	133.1
39						
October	131.0	136.9	119.2	131.3	151.5	129.3
November	118.2	144.9	107.2	122.1	123.9	108.3
December	168.5	212.5	149.5	177.6	168.2	156.8
40						
January	73.7(f)	95.8	63.6	76.7	73.2	78.4
February	68.4	75.7	65.6	68.2	69.1	73.1
March	102.1	120.2	86.0	99.4	116.2	133.1
Change, March, 1940 / March, 1939	+21.8	+56.3	+13.6	+20.2	+25.1	+29.6
Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+17.2	+35.2	+11.2	+17.4	+18.4	+20.7
Grocery and Meat Stores						
rch, 1936	98.4	(a)	107.8	96.2	88.4	91.3
rch, 1937	106.8	(a)	108.1	106.8	100.3	112.7
rch, 1938	111.6	(a)	111.4	114.7	101.8	111.3
rch, 1939	116.5	(a)	128.0	119.3	92.5	96.6
rch, 1940	131.8	(a)	139.2	131.7	118.9	126.1
39						
October	109.5	(a)	109.6	108.0	115.4	107.5
November	111.9	(a)	109.3	113.8	113.9	107.8
December	136.1(f)	(a)	135.6	139.7	129.3	129.4
40						
January	110.2	(a)	112.6	113.5	97.8	104.0
February	114.2	(a)	117.0	115.8	104.3	110.3
March	131.8	(a)	139.2	131.7	118.9	126.1
Change, March, 1940 / March, 1939	+13.1	(a)	+ 8.8	+10.4	+28.5	+30.5
Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+12.8	(a)	+ 7.9	+10.7	+27.5	+28.9

) Figures for the Maritime Provinces are withheld to avoid disclosing individual erations. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
March, 1936	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938	88.6	79.5	97.9	88.4	84.3	90.6
March, 1939	87.5	72.6	96.7	88.8	82.6	92.6
March, 1940	95.5	88.8	105.5	93.1	92.0	103.4
1939						
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
1940						
January	85.6(f)	86.6	98.0	84.6	82.8	80.5
February	86.4	86.0	92.2	86.9	83.0	85.9
March	95.5	88.8	105.5	93.1	92.0	103.4
% Change, March, 1940 / March, 1939	+ 9.1	+22.3	+ 9.1	+ 4.8	+11.4	+11.7
% Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+15.3	+29.8	+14.6	+13.7	+17.1	+10.5
Variety Stores						
March, 1936	72.3	64.5	72.3	74.4	69.5	72.0
March, 1937	88.5	83.6	89.9	89.3	86.0	93.1
March, 1938	77.9	74.3	78.4	78.4	76.5	84.1
March, 1939	76.9	70.4	83.4	74.5	70.8	87.3
March, 1940	104.4	103.8	106.8	95.1	95.2	109.3
1939						
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8	251.5	220.1	223.8	223.2	267.3
1940						
January	74.5	73.9	79.8	72.3	68.2	81.2
February	80.1(f)	77.5	85.1	76.8	76.9	91.4
March	104.4	103.8	106.8	95.1	95.2	109.3
% Change, March, 1940 / March, 1939	+35.7	+47.4	+28.1	+27.7	+34.5	+25.2
% Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+23.3	+32.4	+21.2	+19.2	+23.8	+17.1
Drug Stores						
March, 1936	94.2	92.0	100.5	94.6	89.1	90.7
March, 1937	105.8	109.0	110.5	106.8	99.0	101.5
March, 1938	103.6	102.9	109.6	104.4	94.9	104.3
March, 1939	109.1	105.1	118.7	109.1	103.2	103.5
March, 1940	113.8	122.3	121.5	112.8	109.3	104.8
1939						
October	111.1	108.5	113.0	105.1	123.7	116.4
November	108.9	110.8	111.8	108.2	109.5	103.5
December	146.8	166.3	133.1	145.2	156.2	151.1
1940						
January	106.0(f)	109.4	111.3	105.3	101.6	105.0
February	104.5	109.1	112.4	102.7	100.7	101.1
March	113.8	122.3	121.5	112.8	109.3	104.8
% Change, March, 1940 / March, 1939	+ 4.3	+16.4	+ 2.4	+ 3.4	+ 5.9	+ 1.3
% Change, Jan.-March, 1940 / Jan.-March, 1939 ..	+ 5.5	+12.8	+ 3.1	+ 4.2	+ 9.1	+ 5.0

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
MARCH, 1939, AND MARCH, 1940

(Based on sales of 18 firms)

	March 1939	March 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	15,588,572	17,324,209	+ 11.1
1. Women's dresses, coats and suits	1,740,817	1,804,225	+ 3.6
2. Girls' and infants' wear	424,283	505,173	+ 19.1
3. Hosiery and gloves	683,326	796,701	+ 16.6
4. Lingerie and corsets	664,891	723,050	+ 8.7
5. Millinery	273,247	315,068	+ 15.3
6. Women's and children's apparel - (Total, 1-5)	3,786,564	4,144,217	+ 9.4
7. Men's and boys' clothing and furnishings	1,559,491	1,838,820	+ 17.9
8. Drugs and toilet articles and preparations	509,501	571,572	+ 12.2
9. Piece goods	1,213,747	1,254,731	+ 3.4
10. Smallwares	564,609	619,651	+ 9.7
11. Food and kindred products	1,777,330	1,980,965	+ 11.5
12. Furniture (including mattresses, springs)	756,124	893,045	+ 18.1
13. Home furnishings	1,052,869	1,233,511	+ 17.2
14. Household appliances and electrical supplies	409,195	448,634	+ 9.6
15. Hardware and kitchen utensils	585,763	616,673	+ 5.3
16. Radios, musical instruments and supplies	217,243	268,242	+ 23.5
17. Shoes and other footwear	1,156,366	1,284,157	+ 11.1
18. Stationery, books and magazines	246,023	267,561	+ 8.8
19. All other departments, total	1,753,747	1,902,430	+ 8.5

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 4

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES, APRIL, 1940

Increased sales in nine of the twelve lines of retail trade included in this monthly survey more than offset declines registered in three groups, with the result that the general index of sales gained 6 per cent in April, 1940, over the corresponding month of 1939. While this increase is smaller than those recorded in earlier months of the current year over the same months of 1939, it must be remembered that the occurrence of Easter in April of 1939 and in March this year is an important factor affecting this comparison. Unadjusted indexes (on the base 1930 equals 100) stood at 86.6 for April, 1940, 81.7 for April, 1939, and 83.2 for March, 1940.

Cumulative indexes for the first four months of 1940 showed an increase of 12 per cent in the general index of retail sales over the same period of last year. Improvement in household lines ranked among the most prominent; music and radio store sales being up 23 per cent; furniture store sales, 17 per cent, and hardware store sales, 14 per cent. Variety store sales were 16 per cent higher, while department store sales recorded an advance of 14 per cent. An increase of 8 per cent in restaurant receipts and of 4 per cent in drug store sales were the lowest recorded in this comparison. Increases in other lines, including clothing, grocery and meat, and candy stores, ranged from 11 to 14 per cent.

A 28 per cent gain in sales of music and radio stores in April, 1940, over April a year ago, continuing the outstanding advances shown for this group in previous months of 1940, was higher than that recorded for any other kind of business. Furniture and hardware store sales were both 14 per cent higher than in April, 1939. Restaurant receipts gained 7 per cent. Boot and shoe store sales were down slightly from April, 1939, the 3 per cent drop for this group being in sharp contrast to the pronounced gains recorded in earlier months. Candy store sales in April, 1940, declined 42 per cent below April a year ago, the loss being due to the difference in the dates of Easter in the two years.

Department store sales reported a gain of 10 per cent in April over the corresponding month last year. Sales in the Maritime Provinces were up 15 per cent, while an increase of 12 per cent occurred in both Quebec and Ontario. The increase in the Prairie Provinces amounted to 8 per cent, but a gain of only 3 per cent was reported for British Columbia. Combined sales of those firms whose figures are used in the compilation of the summary of department store sales by departments were 9 per cent higher than in April, 1939. Sales of household lines recorded the most sizeable gains, with increases as follows: 26 per cent for household appliances, 22 per cent for radios and musical instruments, 19 per cent for home furnishings, 18 per cent for furniture and 17 per cent for hardware. Sales of men's and women's clothing were up 5 and 7 per cent respectively, and sales of boot and shoe departments also gained 7 per cent. Sales in food departments increased only 2 per cent.

Variety store sales in Canada were down 1 per cent below April last year, but the unfavorable comparison is no doubt partially due to the sensitiveness of this type of business to Easter trade. Sales in the Maritime Provinces were 5 per cent higher, while a fractional gain was recorded in Quebec. Sales in Ontario were down 1 per cent, as were sales in British Columbia. The Prairie Provinces showed a decline of 6 per cent.

Sales of men's and women's clothing stores advanced 1 and 3 per cent respectively over April last year. Sales in the Maritime Provinces continued to show greater improvement than in other regions, although the gains reported in the most recent month did not approach the proportions of those occurring in the first three months of 1940. In men's clothing store sales, there was improvement in April of 18 per cent in the Maritime Provinces, 4 per cent in Quebec and 1 per cent in British Columbia. A decline of 2 per cent occurred in Ontario and sales fell off 8 per cent in the Prairie Provinces. Women's clothing store sales were down in only the Prairie Provinces, where

a decline of 9 per cent was reported. Gains in other sections were as follows: 15 per cent in the Maritime Provinces, 5 per cent in both Ontario and Quebec, and 3 per cent in British Columbia.

There was an increase of 5 per cent in grocery and meat store sales in Canada in April, 1940, compared with April, 1939. Sales in all economic divisions were higher this year, with the western provinces recording most pronounced gains. British Columbia sales were up 25 per cent, while sales in the Prairie Provinces were 15 per cent higher. Gains in Quebec and Ontario amounted to 1 and 3 per cent respectively.

Drug store sales in Canada during April were only fractionally higher than in April last year. Those sections of the country which reported increased sales were as follows: Maritime Provinces and British Columbia, 6 per cent; Quebec, 5 per cent, and Ontario, 2 per cent. A decline of 12 per cent occurred in the Prairie Provinces.

Sales of a representative number of jewellery firms in Canada were 23 per cent higher in April, 1940, than in the same month a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	April, 1940 + or - per cent compared with			Cumulative Indexes
	April 1930	April 1939	March 1940	Jan.-Apr., 1940 / Jan.-Apr., 1939
General Index	- 19.5	+ 6.0	+ 4.1	+ 11.9
Boots and Shoes	- 35.1	- 2.8	+ 32.6	+ 11.2
Candy	- 65.0	- 42.3	- 51.0	+ 12.8
Men's Clothing	- 45.3	+ 0.6	+ 12.1	+ 13.9
Women's Clothing	- 26.2	+ 3.1	+ 26.8	+ 12.0
Departmental	- 23.0	+ 9.9	+ 11.8	+ 14.1
Drugs	- 12.0	+ 0.3	- 5.7	+ 4.0
Furniture	- 19.3	+ 13.9	+ 25.7	+ 16.6
Groceries and Meats ...	- 7.9	+ 5.3	- 6.7	+ 10.8
Hardware	- 12.4	+ 14.4	+ 38.8	+ 14.4
Music and Radio	- 4.1	+ 27.6	+ 24.1	+ 22.5
Restaurant	- 36.6	+ 6.5	- 1.6	+ 8.1
Variety	- 7.3	- 0.9	- 8.4	+ 15.7

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.4	109.9	109.9	132.9	133.4	129.5	93.5	95.9	112.8	151.9	153.5	133.5	109.1	110.2	102.0
April, 1930	107.6	111.6	102.3	123.5	128.6	107.2	130.0	132.8	102.1	147.1	153.5	112.0	125.0	130.4	105.2
April, 1931	95.3	98.3	93.6	104.2	107.6	100.5	107.5	109.3	84.1	112.8	117.2	93.0	107.3	111.5	96.1
April, 1932	78.0	74.6	74.6	88.9	83.6	81.2	61.3	59.1	69.5	73.1	69.0	60.0	84.1	79.3	73.4
April, 1933	67.4	69.1	63.4	72.7	72.7	62.1	80.5	80.3	61.7	85.6	87.2	63.6	70.9	72.2	58.2
April, 1934	67.7	70.0	70.0	71.0	73.0	70.8	55.2	58.2	68.4	70.4	73.2	63.7	67.2	69.8	64.6
April, 1935	73.6	76.6	70.3	83.1	86.1	71.8	78.9	80.8	62.2	90.0	94.7	69.1	76.7	80.7	65.1
April, 1936	75.5	77.9	72.8	81.5	84.1	73.8	83.8	85.2	65.5	82.1	85.3	76.8	90.0	93.5	73.0
April, 1937	82.6	81.8	81.8	81.2	80.9	78.6	47.7	48.4	56.9	85.8	85.0	83.3	88.5	87.7	72.5
April, 1938	86.1	85.1	78.1	91.9	89.1	75.5	77.7	74.9	57.6	91.2	89.3	80.5	98.1	96.1	75.7
April, 1939	81.7	83.7	79.0	82.4	82.6	77.2	78.8	78.6	60.5	79.9	81.4	74.7	89.4	91.0	71.7
April, 1940	86.6	87.1	87.1	80.1	80.6	78.2	45.5	46.7	55.0	80.4	81.2	79.6	92.2	93.2	77.0
1939															
May	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0	84.1	84.0	75.7
December	122.1	119.8	87.5	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2(f)	46.3	46.8	86.6	42.1	41.9	58.2	62.3	62.4	87.9	53.0	53.2	77.0(f)
February	71.1	73.5	84.4	38.1	39.3	72.8	56.6	59.5	59.5(f)	53.5	55.1	87.5(f)	48.6	50.1	80.9
March	83.2	82.0	83.6	60.4	58.7	65.2(f)	92.8	89.6	68.9	71.7	70.2	80.7	72.7	71.2	78.3
April	86.6	87.1	87.1	80.1	80.6	78.2	45.5	46.7	55.0	80.4	81.2	79.6	92.2	93.2	77.0

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	127.9	126.7	114.1	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.4	92.6	93.5	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	87.0	85.9	86.8	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	71.5	72.2	72.9	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	74.9	77.9	78.7	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	77.5	79.1	79.9	81.2	83.3	71.2	73.7	78.0	72.9
April, 1936	72.1	74.0	69.8	80.2	81.3	83.0	86.1	88.3	75.5	76.2	79.5	75.0
April, 1937	77.6	76.3	77.8	85.2	86.1	87.9	99.3	98.3	84.0	87.5	86.7	84.2
April, 1938	79.6	80.5	75.9	87.6	86.5	88.3	89.5	89.6	76.6	93.7	90.7	84.7
April, 1939	74.0	77.9	75.7	89.0	89.9	91.7	82.0	85.2	72.9	92.6	93.1	87.9
April, 1940	81.3	80.6	85.7	89.3	90.2	92.0	93.4	92.6	79.1	97.5	99.3	96.4
1939												
May	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2	111.5	111.8	100.7	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8(f)	86.7	94.2	96.1(f)	72.0	74.0	89.1	90.5	93.3	95.2(f)
March	72.7	73.5	76.6	94.7	92.6	95.5	74.3	74.5	85.6(f)	104.5	101.2	101.2
April	81.3	80.6	85.7	89.3	90.2	92.0	93.4	92.6	79.1	97.5	99.3	96.4

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music and Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	115.3	113.6	109.2	106.4	104.7	141.5	109.6	111.1	110.0	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	78.5	80.3	108.5	98.5	99.9	98.9	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	64.2	65.7	87.6	84.4	85.6	84.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	47.9	47.1	62.0	66.9	66.9	66.2	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	35.3	37.6	47.0	54.6	55.5	55.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	39.2	40.1	49.5	57.4	59.0	58.4	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	46.8	47.9	59.1	58.8	59.6	59.0	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	55.5	56.8	61.1	61.7	62.6	62.0	80.4	83.2	90.5
April, 1937	92.1	90.4	87.0	66.9	65.8	70.8	67.1	67.8	67.1	80.1	79.9	89.8
April, 1938	88.6	90.5	87.0	64.7	66.2	71.2	62.5	62.5	61.9	91.0	88.4	95.1
April, 1939	78.5	83.7	80.4	59.0	62.9	67.6	58.6	59.6	59.0	86.8	87.0	94.6
April, 1940	89.8	88.4	85.0	75.3	74.1	79.7	62.4	63.3	62.7	86.0	86.5	97.2
1939												
May	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	99.6
1940												
January	59.2	58.3	106.0	57.5	56.5	71.6	60.0	58.9	63.3(f)	67.1	67.5	107.2
February	54.0	55.2	98.7(f)	58.4	59.7	75.6(f)	58.4	61.3	63.9	72.1	74.3	103.3
March	64.7	66.2	94.5	60.7	62.1	76.7	63.4	62.2	64.1	93.9	91.3	110.0(f)
April	89.8	88.4	85.0	75.3	74.1	79.7	62.4	63.3	62.7	86.0	86.5	97.2

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
April, 1936	104.1	100.2	105.0	106.7	101.3	93.5
April, 1937	108.7	99.7	119.1	109.3	105.6	93.4
April, 1938	115.6	125.6	120.9	117.3	107.2	98.2
April, 1939	101.3	100.1	100.3	102.5	105.1	92.8
April, 1940	101.8	118.2	104.0	101.0	96.5	93.9
1939						
November	128.0	142.5	117.5	129.1	147.1	111.5
December	179.0	213.4	150.5	188.9	173.4	187.5
1940						
January	78.9	91.7	74.1	81.7	70.9	79.4
February	67.8(f)	83.2	65.2	68.4	61.5	67.8
March	90.8	110.8	88.2	91.4	85.2	86.8
April	101.8	118.2	104.0	101.0	96.5	93.9
% Change, April, 1940 / April, 1939	+ 0.6	+18.1	+ 3.7	- 1.5	- 8.2	+ 1.2
% Change, Jan.-April, 1940 / Jan.-April, 1939	+13.9	+37.3	+13.8	+12.8	+ 6.5	+10.1
			Women's Clothing Stores			
April, 1936	126.4	114.6	132.6	124.6	129.8	124.0
April, 1937	124.3	110.9	149.5	120.5	121.2	106.4
April, 1938	137.8	145.2	147.4	133.5	137.2	132.2
April, 1939	125.5	123.2	123.3	125.4	126.4	132.1
April, 1940	129.5	141.8	129.1	131.9	114.7	136.0
1939						
November	118.2	144.9	107.2	122.1	123.9	108.3
December	168.5	212.5	149.5	177.6	168.2	156.8
1940						
January	74.5	95.8	63.6	78.3	73.2	78.4
February	68.3(f)	76.1	65.6	67.9	69.5	73.1
March	102.1	117.1	86.8	99.7	113.4	135.3
April	129.5	141.8	129.1	131.9	114.7	136.0
% Change, April, 1940 / April, 1939	+ 3.1	+15.1	+ 4.7	+ 5.2	- 9.3	+ 3.0
% Change, Jan.-April, 1940 / Jan.-April, 1939	+12.0	+27.1	+ 8.9	+13.3	+ 7.5	+15.0
			Grocery and Meat Stores			
April, 1936	96.1	(a)	99.7	95.9	90.4	92.7
April, 1937	110.4	(a)	110.7	109.1	111.2	115.1
April, 1938	118.1	(a)	120.8	119.9	108.1	114.4
April, 1939	116.7	(a)	125.7	119.5	97.3	98.9
April, 1940	123.0	(a)	127.0	123.5	111.5	123.6
1939						
November	111.9	(a)	109.3	113.8	113.9	107.8
December	136.1	(a)	135.6	139.7	129.3	129.4
1940						
January	110.2	(a)	112.5	113.5	97.8	104.0
February	114.1(f)	(a)	116.9	115.9	104.3	110.3
March	131.8	(a)	139.1	131.7	119.0	125.3
April	123.0	(a)	127.0	123.5	111.5	123.6
% Change, April, 1940 / April, 1939	+ 5.3	(a)	+ 1.0	+ 3.3	+14.6	+25.0
% Change, Jan.-April, 1940 / Jan.-April, 1939	+10.8	(a)	+ 6.0	+ 8.7	+23.9	+27.6

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
pril, 1936	95.9	91.8	99.0	96.2	94.4	96.7
pril, 1937	103.2	99.7	110.6	104.1	99.2	101.5
pril, 1938	106.0	101.9	121.4	106.2	98.2	104.6
pril, 1939	98.7	89.9	108.7	98.8	94.6	101.5
pril, 1940	108.4	103.4	121.2	110.5	101.9	104.5
939						
November	125.9	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
940						
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.3(f)	85.1	92.2	86.9	83.0	85.9
March	97.0	91.1	107.3	95.2	93.0	103.5
April	108.4	103.4	121.2	110.5	101.9	104.5
Change, April, 1940 / April, 1939	+ 9.9	+15.0	+11.5	+11.8	+ 7.7	+ 3.0
Change, Jan.-April, 1940 / Jan.-April, 1939	+14.1	+25.7	+14.2	+13.8	+14.6	+ 8.3
			Variety Stores			
pril, 1936	89.4	82.4	92.3	90.2	86.7	88.6
pril, 1937	89.0	83.1	94.3	88.3	89.4	89.3
pril, 1938	101.1	96.6	107.8	100.0	98.9	104.0
pril, 1939	96.4	92.1	104.1	93.0	92.6	102.8
pril, 1940	95.5	96.2	104.3	91.8	86.8	101.7
939						
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8	251.5	220.1	223.8	223.2	267.3
940						
January	74.5	73.9	79.8	72.3	68.2	81.2
February	80.1	77.5	85.1	76.8	76.9	91.4
March	104.4(f)	103.9	106.9	95.1	95.1	109.3
April	95.5	96.2	104.3	91.8	86.8	101.7
Change, April, 1940 / April, 1939	- 0.9	+ 4.5	+ 0.2	- 1.3	- 6.3	- 1.1
Change, Jan.-April, 1940 / Jan.-April, 1939	+ 15.7	+ 23.4	+ 14.6	+ 12.8	+ 14.1	+ 11.7
			Drug Stores			
pril, 1936	96.2	94.7	97.9	96.1	96.0	94.7
pril, 1937	102.1	103.5	104.9	101.5	100.2	102.6
pril, 1938	105.0	106.5	107.5	105.0	101.2	106.6
pril, 1939	106.7	104.9	106.7	103.2	118.7	101.7
pril, 1940	107.1	110.9	112.3	105.1	105.1	107.5
939						
November	108.9	110.8	111.8	108.2	109.5	103.5
December	146.8	166.3	133.1	145.2	156.2	151.1
940						
January	106.0	109.4	111.3	105.3	101.6	105.0
February	104.0(f)	108.9	111.2	102.2	100.5	100.9
March	113.5	121.7	120.7	112.5	109.3	105.2
April	107.1	110.9	112.3	105.1	105.1	107.5
Change, April, 1940 / April, 1939	+ 0.3	+ 5.7	+ 5.2	+ 1.8	-11.5	+ 5.7
Change, Jan.-April, 1940 / Jan.-April, 1939	+ 4.0	+10.8	+ 3.2	+ 3.4	+ 3.0	+ 5.3

f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
APRIL, 1939, AND APRIL, 1940

(Based on sales of 18 firms)

	April 1939	April 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	17,646,082	19,261,528	+ 9.2
1. Women's dresses, coats and suits	2,146,802	2,344,653	+ 9.2
2. Girls' and infants' wear	566,463	627,679	+ 10.8
3. Hosiery and gloves	346,381	869,207	+ 2.7
4. Lingerie and corsets	662,608	732,021	+ 10.5
5. Millinery	418,635	404,658	- 3.3
6. Women's and children's apparel - (Total, 1-5)	4,640,889	4,978,218	+ 7.3
7. Men's and boys' clothing and furnishings	1,948,949	2,050,447	+ 5.2
8. Drugs and toilet articles and preparations	493,737	522,112	+ 5.7
9. Piece goods	1,044,742	1,229,292	+ 17.7
10. Smallwares	547,804	596,588	+ 8.9
11. Food and kindred products	1,794,974	1,823,265	+ 1.6
12. Furniture (including mattresses, springs)	838,008	986,520	+ 17.7
13. Home furnishings	1,247,445	1,482,161	+ 18.8
14. Household appliances and electrical supplies	465,899	585,775	+ 25.7
15. Hardware and kitchen utensils	750,152	873,963	+ 16.5
16. Radios, musical instruments and supplies	201,293	244,698	+ 21.6
17. Shoes and other footwear	1,479,570	1,587,260	+ 7.3
18. Stationery, books and magazines	209,383	212,768	+ 1.6
19. All other departments, total	1,983,177	2,088,461	+ 5.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1940

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MONTHLY INDEXES OF RETAIL SALES, MAY, 1940

Retail trade in Canada during May, 1940, measured by the composite index for twelve lines of business, increased 11 per cent over May, 1939, and was 9 per cent higher than in April, 1940. The unadjusted index for May of this year stood at 94.1, compared with 84.8 in May, 1939, and 86.4 in April, 1940.

The adjusted general index of retail sales, in the construction of which account is taken of the varying sales importance of different days of the week as well as of characteristic seasonal movements, advanced to 89.0 in May, the highest point reached in any corresponding month during the past ten years. The gain over May a year ago, when the adjusted index was 80.9, amounted to 10 per cent, while a gain of almost 2½ per cent was recorded over April of the current year.

Increased sales over May, 1939, were recorded for all groups, but sales of music and radio stores continued to show the greatest relative improvement with an increase of 23 per cent over the same month last year. Candy store sales followed with a gain of 18 per cent. Improvement in sales by furniture and hardware stores amounted to 15 and 8 per cent respectively. Boot and shoe store sales were 5 per cent higher than in May a year ago, while a gain of 4 per cent in restaurant receipts was recorded in the same comparison.

Department store sales were up 10 per cent over May last year. A 15 per cent increase in the Maritime Provinces was followed by gains of 11 per cent in Ontario, 10 per cent in British Columbia, 9 per cent in Quebec and 8 per cent in the Prairie Provinces. Sales of 20 departmental firms reporting sales by selected departments were also 10 per cent higher than sales in the corresponding month of 1939. Pronounced gains in sales of household lines again surpassed those in other commodities. Increased demand for radios resulted in swelling sales in music and radio departments 48 per cent above sales in May of last year. Household appliances recorded an increase of 16 per cent and furniture sales improved 14 per cent. Home furnishings were up 10 per cent and hardware, 7 per cent. Women's clothing sales averaged 11 per cent higher, with a slightly smaller increase of 10 per cent in sales of men's clothing. Sales of footwear were up 6 per cent. Food sales showed improvement of 9 per cent and drug sales, 5 per cent.

Sales of variety stores averaged 12 per cent higher than in May last year. There was a gain of 22 per cent in the Maritime Provinces, while Ontario sales were up 13 per cent and Quebec sales, 12 per cent. Increases in the Prairie Provinces and British Columbia were 5 and 4 per cent respectively.

A gain of 5 per cent in sales of drug stores over May, 1939, resulted from the following increases in the various regions of the country: 16 per cent in the Maritime Provinces, 5 per cent in both Ontario and British Columbia, 4 per cent in the Prairie Provinces and 1 per cent in Quebec.

Sales for both men's and women's clothing stores averaged 13 per cent higher in May of this year than last. Results for Eastern and Central Canada were also similar for the two lines of business, sales in the Maritime Provinces gaining more than 30 per cent while sales in Ontario and Quebec were up from 10 to 12 per cent. Men's clothing store sales were up 12 per cent in the Prairie Provinces and 5 per cent in British Columbia while women's clothing stores did 19 per cent and 11 per cent more business in these regions.

Grocery and meat store sales in Canada gained 13 per cent in May, 1940, over the corresponding month last year. Pronounced gains continued in the Western regions, with sales up 23 per cent in British Columbia and 22 per cent in the Prairie Provinces. Ontario sales were 11 per cent higher, while the gain in Quebec amounted to 10 per cent.

Sales of a representative number of jewellery firms in Canada averaged 21 per cent higher in May, 1940, than in the corresponding month a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	May, 1940 + or - per cent compared with			Cumulative Indexes
	May 1930	May 1939	April 1940	Jan.-May, 1940 / Jan.-May, 1939
General Index	- 14.3	+ 11.0	+ 8.9	+ 11.6
Boots and Shoes	- 25.6	+ 4.7	+ 15.0	+ 8.6
Candy	- 39.9	+ 18.1	+ 38.7	+ 14.1
Men's Clothing	- 32.4	+ 13.1	+ 5.6	+ 13.6
Women's Clothing	- 28.6	+ 12.8	- 9.2	+ 12.1
Departmental	- 18.8	+ 9.9	+ 6.0	+ 12.8
Drugs	- 8.3	+ 5.1	+ 3.7	+ 4.4
Furniture	- 16.4	+ 14.9	+ 22.6	+ 16.3
Groceries and Meats	- 5.3	+ 13.1	+ 6.5	+ 11.3
Hardware	- 3.9	+ 7.6	+ 33.2	+ 12.1
Music and Radio	+ 17.3	+ 23.1	+ 28.4	+ 23.2
Restaurant	- 37.5	+ 3.8	+ 5.0	+ 7.1
Variety	- 2.9	+ 11.8	+ 18.7	+ 14.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	115.6	114.8	109.3	149.3	149.4	129.9	116.7	114.7	117.0	140.1	139.9	119.6	115.7	115.5	105.0
May, 1930	109.8	108.1	103.0	120.9	120.5	104.8	106.1	99.4	101.5	125.4	124.3	106.2	117.5	116.4	105.8
May, 1931	93.7	91.7	87.3	103.4	100.2	87.1	87.9	84.7	86.5	96.0	92.6	79.1	99.3	95.8	87.1
May, 1932	76.5	78.8	75.0	91.8	94.4	81.4	67.3	68.9	70.3	72.7	75.6	64.6	75.3	78.3	71.2
May, 1933	71.0	71.1	67.7	77.5	77.8	66.5	59.9	59.4	60.6	70.8	71.5	61.1	68.5	69.2	62.9
May, 1934	76.3	76.0	72.4	92.1	92.8	78.7	60.0	59.3	60.5	80.7	80.9	69.1	73.7	73.9	67.2
May, 1935	73.9	73.3	69.8	80.9	80.9	66.9	60.8	59.7	61.0	76.5	76.4	65.3	67.3	67.2	61.1
May, 1936	80.4	78.8	75.1	97.6	98.4	80.0	59.1	57.0	58.2	82.2	79.3	77.0	80.2	77.4	72.3
May, 1937	87.0	86.0	81.9	97.7	94.8	77.0	62.0	60.3	61.5	89.0	87.2	84.7	79.5	77.9	74.2
May, 1938	80.1	82.5	78.5	76.5	78.7	64.0	54.8	56.1	57.2	71.9	74.7	72.5	69.2	71.9	68.5
May, 1939	84.8	84.9	80.9	85.9	86.4	70.2	54.0	53.8	54.9	75.0	75.8	73.6	74.4	75.2	70.2
May, 1940	94.1	93.5	89.0	89.9	90.1	73.3	63.8	62.8	64.1	84.8	84.7	82.2	83.9	83.7	79.8
1939															
June	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0	84.1	84.0	75.7
December	122.1	119.8	87.5	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2(f)	46.3	46.8	86.6	42.1	41.9	58.2	62.3	62.4	87.9	53.0	53.2	77.0
February	71.1	73.5	84.5	38.1	39.3	72.8	56.6	59.5	59.5(f)	53.5	55.1	87.5	48.6	50.1	80.9
March	83.2	82.0	83.7	60.4	58.7	65.2(f)	92.8	89.6	68.9	71.4	70.0	80.4(f)	73.1	71.6	78.6(f)
April	86.4	86.9	86.9	78.2	78.7	76.4	46.0	47.2	55.5	80.3	81.2	79.6	92.4	93.4	77.1
May	94.1	93.5	89.0	89.9	90.1	73.3	63.8	62.8	64.1	84.8	84.7	82.2	83.9	83.7	79.8

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	107.3	105.9	103.8	104.4	102.1	106.3	139.4	138.1	115.1	111.8	111.9	105.5
May, 1930	104.8	103.1	101.1	101.8	97.4	101.4	137.6	136.4	113.6	109.7	108.5	102.4
May, 1931	89.3	89.9	88.1	91.3	89.0	92.7	99.0	99.2	82.7	96.6	91.6	86.4
May, 1932	73.7	75.7	74.2	79.8	80.4	83.8	72.9	74.7	61.8	79.8	83.1	78.4
May, 1933	70.0	69.4	68.0	71.0	70.1	73.0	67.6	66.9	53.1	75.7	77.0	72.6
May, 1934	73.6	72.9	71.5	76.0	74.5	77.6	88.1	87.3	69.3	76.8	77.4	73.0
May, 1935	70.5	69.6	68.2	77.8	76.1	79.3	83.9	83.1	65.9	75.5	75.5	73.3
May, 1936	74.7	75.2	73.8	81.6	79.5	82.8	94.1	94.2	74.8	81.7	77.6	75.3
May, 1937	79.9	80.8	79.2	87.7	86.3	89.9	111.2	111.3	88.4	89.7	86.9	84.3
May, 1938	73.0	74.9	73.5	83.9	84.5	88.0	96.7	99.3	78.8	85.4	89.1	86.5
May, 1939	77.4	76.7	75.2	88.8	87.7	91.4	100.1	99.2	78.8	91.9	93.6	90.9
May, 1940	85.1	84.0	82.4	93.3	92.1	95.9	115.0	114.0	90.5	103.9	104.1	101.1
1939												
June	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2	111.5	111.8	100.7	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	76.6(f)	94.7	92.6	95.5(f)	74.3	74.5	85.6	104.5	101.2	101.2(f)
April	80.3	79.6	84.7	90.0	90.9	92.8	93.8	92.9	79.4(f)	97.6	99.4	96.5
May	85.1	84.0	82.4	93.3	92.1	95.9	115.0	114.0	90.5	103.9	104.1	101.1

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	121.5	119.7	88.0	116.5	114.6	145.1	118.3	115.7	115.7	130.8	130.9	125.9
May, 1930	124.4	122.5	90.1	81.7	80.4	101.8	104.8	101.5	101.5	105.5	105.3	101.2
May, 1931	103.3	105.9	77.9	66.7	68.3	86.5	86.1	84.5	84.5	102.0	98.7	94.9
May, 1932	91.3	93.5	68.8	43.9	44.9	54.8	63.5	63.1	63.1	85.3	88.2	84.8
May, 1933	81.0	79.8	58.7	39.9	39.3	45.7	55.7	54.7	54.7	75.7	76.1	73.2
May, 1934	96.4	95.0	69.9	46.5	45.8	52.6	60.7	59.6	59.6	86.7	87.2	83.8
May, 1935	93.0	91.6	67.4	54.5	53.6	61.6	60.3	59.0	59.0	79.5	79.7	79.7
May, 1936	100.4	102.5	75.4	68.1	69.7	61.1	63.6	62.4	62.4	91.2	88.3	88.3
May, 1937	113.5	115.8	85.2	78.9	80.7	70.8	64.7	63.7	63.7	98.7	95.9	95.9
May, 1938	111.3	113.7	83.6	72.2	73.9	64.8	62.1	61.7	61.7	86.6	89.7	89.7
May, 1939	111.2	109.4	80.5	77.8	76.5	67.1	63.1	61.9	61.9	91.6	92.2	92.2
May, 1940	119.6	117.6	86.5	95.8	94.3	82.7	65.5	64.1	64.1	102.4	102.6	102.6
1939												
June	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	99.6
1940												
January	59.2	58.3	106.0	57.5	56.5	71.6	60.0	58.9	63.3(f)	67.1	67.5	107.2
February	54.0	55.2	98.7	59.0	60.4	76.5	58.4	61.3	63.9	72.1	74.3	103.3
March	64.3	65.8	94.0(f)	62.5	63.9	78.9(f)	63.4	62.2	64.1	93.9	91.3	110.0
April	89.8	88.3	84.9	74.6	73.4	78.9	62.4	63.2	62.6	86.3	86.9	97.6(f)
May	119.6	117.6	86.5	95.8	94.3	82.7	65.5	64.1	64.1	102.4	102.6	102.6

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
May, 1936	104.2	99.5	112.8	102.7	101.1	101.5
May, 1937	112.8	115.0	129.6	109.1	106.3	107.7
May, 1938	91.1	99.3	102.8	85.3	87.3	94.5
May, 1939	95.1	101.3	106.7	89.1	89.8	95.8
May, 1940	107.5	134.7	119.6	99.7	100.5	100.1
1939						
December	179.0	213.4	150.5	188.9	173.4	187.5
1940						
January	78.9	91.7	74.1	81.7	70.9	79.4
February	67.8	83.2	65.2	68.4	61.5	67.8
March	90.5(f)	110.8	87.6	91.1	85.2	86.5
April	101.8	118.3	103.7	101.3	96.2	93.1
May	107.5	134.7	119.6	99.7	100.5	100.1
% Change, May, 1940 / May, 1939	+13.1	+33.0	+12.1	+11.9	+11.9	+ 4.5
% Change, Jan.-May, 1940 / Jan.-May, 1939	+13.6	+36.2	+13.1	+12.6	+ 7.7	+ 8.4
			Women's Clothing Stores			
May, 1936	112.6	110.4	116.8	108.1	120.5	113.1
May, 1937	111.7	123.9	121.9	106.4	107.9	113.7
May, 1938	97.2	121.4	101.9	89.1	97.2	108.7
May, 1939	104.5	130.7	111.4	97.1	100.7	117.1
May, 1940	117.8	175.2	123.0	107.0	120.1	129.8
1939						
December	168.5	212.5	149.5	177.6	168.2	156.8
1940						
January	74.5	95.8	63.6	78.3	73.2	78.4
February	68.3	76.1	65.6	67.9	69.5	73.1
March	102.6(f)	120.2	87.0	100.2	113.5	135.3
April	129.7	141.9	128.9	132.4	115.1	136.0
May	117.8	175.2	123.0	107.0	120.1	129.8
% Change, May, 1940 / May, 1939	+12.8	+34.0	+10.4	+10.2	+19.3	+10.8
% Change, Jan.-May, 1940 / Jan.-May, 1939	+12.1	+29.7	+ 9.3	+12.8	+ 8.6	+14.0
			Grocery and Meat Stores			
May, 1936	103.0	(a)	105.8	102.5	101.3	97.4
May, 1937	113.1	(a)	113.4	111.7	113.6	119.4
May, 1938	107.7	(a)	109.7	107.9	102.6	107.7
May, 1939	115.9	(a)	119.4	116.7	109.5	108.8
May, 1940	131.0	(a)	131.0	129.6	133.9	133.3
1939						
December	136.1	(a)	135.6	139.7	129.3	129.4
1940						
January	110.2	(a)	112.5	113.5	97.8	104.0
February	114.1	(a)	116.9	115.9	104.3	110.3
March	131.8(f)	(a)	139.1	131.7	119.0	125.8
April	123.1	(a)	127.0	123.6	112.4	123.1
May	131.0	(a)	131.0	129.6	133.9	133.3
% Change, May, 1940 / May, 1939	+13.1	(a)	+ 9.7	+11.1	+22.3	+22.5
Change, Jan.-May, 1940 / Jan.-May, 1939	+11.3	(a)	+ 6.7	+ 9.2	+23.7	+26.4

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures. (c) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
May, 1936	99.5	102.1	104.3	100.3	95.6	98.1
May, 1937	106.3	118.9	118.7	104.9	99.5	103.5
May, 1938	97.1	103.2	110.8	96.5	89.3	95.4
May, 1939	103.2	110.0	119.3	103.0	95.6	98.8
May, 1940	113.4	126.6	129.8	114.2	103.1	108.2
1939						
December	192.1	207.6	208.9	198.2	177.9	177.0
1940						
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.3	85.1	92.2	86.9	83.0	85.9
March	97.0(f)	91.1	107.3	95.3	93.0	103.5
April	107.1	103.8	119.7	109.0	99.6	105.6
May	113.4	126.6	129.8	114.2	103.1	108.2
% Change, May, 1940 / May, 1939	+ 9.9	+15.1	+ 8.8	+10.9	+ 7.8	+ 9.5
% Change, Jan.-May, 1940 / Jan.-May, 1939	+12.8	+22.9	+12.6	+12.7	+12.5	+ 8.8
Variety Stores						
May, 1936	101.4	93.9	110.1	102.3	94.9	89.2
May, 1937	109.7	111.3	124.0	108.3	103.7	100.6
May, 1938	96.3	95.4	110.8	91.5	92.1	99.2
May, 1939	101.8	97.6	118.7	93.6	98.8	105.0
May, 1940	113.7	119.1	132.6	105.7	104.1	109.6
1939						
December	228.8	251.5	220.1	223.8	223.2	267.3
1940						
January	74.5	73.9	79.8	72.3	68.2	81.2
February	80.1	77.5	85.1	76.8	76.9	91.4
March	104.4	103.9	106.9	95.1	95.1	109.3
April	95.9(f)	97.3	104.8	92.1	86.9	101.7
May	113.7	119.1	132.6	105.7	104.1	109.6
Change, May, 1940 / May, 1939	+11.8	+22.0	+11.7	+12.9	+ 5.4	+ 4.4
Change, Jan.-May, 1940 / Jan.-May, 1939	+14.8	+23.3	+13.9	+12.9	+11.9	+10.0
Drug Stores						
May, 1936	97.9	98.3	96.7	98.9	98.3	93.3
May, 1937	105.2	105.7	103.8	106.3	104.6	103.2
May, 1938	100.6	101.2	100.2	101.8	97.6	101.1
May, 1939	106.5	101.2	110.1	104.8	110.0	105.1
May, 1940	111.9	116.9	111.6	110.5	114.7	110.2
1939						
December	146.8	166.3	133.1	145.2	156.2	151.1
1940						
January	106.0	109.4	111.3	105.3	101.6	105.0
February	104.0	108.9	111.2	102.2	100.5	100.9
March	113.5(f)	121.0	120.2	112.4	109.6	106.5
April	107.9	111.8	112.6	105.9	106.4	108.6
May	111.9	116.9	111.6	110.5	114.7	110.2
Change, May, 1940 / May, 1939	+ 5.1	+15.5	+ 1.4	+ 5.4	+ 4.3	+ 4.9
Change, Jan.-May, 1940 / Jan.-May, 1939	+ 4.4	+11.7	+ 2.8	+ 4.0	+ 3.6	+ 5.6

) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1939, AND MAY, 1940

(Based on sales of 20 firms)

	May 1939 $	May 1940 $	% Change 1940/1939
TOTAL SALES, ALL DEPARTMENTS	18,718,185	20,602,263	+ 10.1
1. Women's dresses, coats and suits	1,936,244	2,188,851	+ 13.0
2. Girls' and infants' wear	536,577	639,178	+ 19.1
3. Hosiery and gloves	840,795	896,298	+ 6.6
4. Lingerie and corsets	788,513	874,561	+ 10.9
5. Millinery	324,845	332,344	+ 2.3
6. Women's and children's apparel - (Total, 1-5)	4,426,974	4,931,232	+ 11.4
7. Men's and boys' clothing and furnishings	1,913,446	2,112,112	+ 10.4
8. Drugs and toilet articles and preparations	493,360	519,946	+ 5.4
9. Piece goods	1,158,164	1,267,758	+ 9.5
10. Smallwares	535,799	584,751	+ 9.1
11. Food and kindred products	1,785,272	1,947,105	+ 9.1
12. Furniture (including mattresses, springs)	1,047,390	1,197,181	+ 14.3
13. Home furnishings	1,655,003	1,815,443	+ 9.7
14. Household appliances and electrical supplies	593,947	688,942	+ 16.0
15. Hardware and kitchen utensils	971,734	1,041,648	+ 7.2
16. Radios, musical instruments and supplies	175,483	259,872	+ 48.1
17. Shoes and other footwear	1,623,086	1,725,502	+ 6.3
18. Stationery, books and magazines	203,722	199,803	- 1.9
19. All other departments, total	2,134,805	2,310,968	+ 8.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 6

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JUNE 1940

+ + +

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, JUNE, 1940

Improvement in retail trade in Canada over last year, which has been videnced during earlier months of 1940, was well maintained in June, when sales were 10 er cent higher than in June, 1939, according to the composite index for twelve lines of usiness for which statistics are available. Compared with the unadjusted general index f 86.6 for June, 1939, the index for June, 1940, stood at 95.6. The gain over the preeding month, when the index was 94.3, amounted to almost 1½ per cent. Retail sales during he first half of 1940 averaged 11 per cent higher than for the corresponding period of 939. The advance over June, 1939, was in continuation of a series of increases over orresponding months in the preceding year which began in August, 1939.

With adjustment for differences in number of business days and for normal easonal variations, the general index for June, 1940, at 93.8, was 10 per cent higher than he June, 1939, index of 85.0, and 5 per cent above the 89.2 recorded in the preceding onth.

Increases over June, 1939, were recorded in all of the twelve groups covered this report, but a keen demand for certain commodities handled by those firms dealing household lines resulted in outstanding gains of 56 per cent in sales of music and radio ores and 23 per cent in furniture store sales over June, 1939. Hardware store sales in ne, 1940, were up 8 per cent over June of last year. Boot and shoe store sales and ndy store sales were both up 11 per cent, with restaurant receipts gaining 8 per cent in e same comparison.

Regional statistics, which are available for six kinds of business, realed that increases over June, 1939, were more uniform for the various sections of the untry than those shown in comparisons for earlier months. More moderate increases were corded in sales in the Maritime Provinces. There was also considerable reduction in the tent of the increases in grocery and meat store sales in the Prairie Provinces and itish Columbia, compared with those shown for earlier months of 1940 over corresponding nths of last year.

Sales of Canadian department stores were up 9 per cent from June a year ago. les were up 12 per cent in the Prairie Provinces, 9 per cent in Ontario, and 8 per cent British Columbia. In the Maritime Provinces and Quebec, sales gained 7 and 6 per cent spectively. Sales of 18 departmental firms which reported sales by selected departments so averaged 9 per cent higher than in June, 1939. Outstanding features of this summary so are the pronounced gains shown in sales of household lines. Sales of radios and sical instruments in department stores were 62 per cent higher than in June last year. les of household appliances increased 29 per cent, while furniture sales were up 19 per nt. There was an advance of 13 per cent in sales of home furnishings and a gain of 8 r cent in hardware sales over June last year. Men's clothing sales were up 10 per cent, les of women's apparel gained 6 per cent and sales of boot and shoe departments, 8 r cent. Food sales were 6 per cent higher. There were minor declines in sales of the ug and stationery departments.

Variety store sales in June, 1940, were 11 per cent higher than in the same nth of 1939. Increases in various regions of the country were as follows: 14 per cent the Maritime Provinces, 13 per cent in Quebec, 11 per cent in the Prairie Provinces, per cent in British Columbia and 9 per cent in Ontario.

Increases occurred in drug store sales in all sections of the country, nging from 4 to 8 per cent, and resulting in a gain of 6 per cent for Canada as a whole.

Sales of men's clothing stores were 16 per cent higher than in June, 1939, provement of 25 per cent was shown for the Maritime Provinces. Ontario sales gained per cent; British Columbia, 15 per cent; the Prairie Provinces, 14 per cent, and Quebec, per cent.

Women's clothing store sales in Canada gained 11 per cent over June a year ago. Results for the five economic divisions showed increases as follows: 14 per cent in the Prairie Provinces, 13 per cent in British Columbia, 12 per cent in Ontario, 11 per cent in the Maritime Provinces and 7 per cent in Quebec.

All regions of the country reported increases in sales of grocery and meat stores over June of last year. Compared with the 8 per cent increase for the Dominion, sales were higher by 11 per cent in the Prairie Provinces, 9 per cent in British Columbia, and 7 per cent in both Quebec and Ontario.

Sales of a representative number of jewellery firms in Canada averaged 7 per cent higher in June, 1940, than in June, 1939.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	June, 1940 + or - per cent compared with			Cumulative Indexes
	June 1930	June 1939	May 1940	Jan.-June, 1940 / Jan.-June, 1939
neral Index	- 1.7	+10.4	+ 1.4	+11.4
ots and Shoes	+ 0.4	+10.8	+30.2	+ 9.7
ndy	-37.9	+10.7	-24.4	+13.3
n's Clothing	-13.8	+15.9	+ 9.7	+14.1
men's Clothing	-28.2	+10.7	- 2.2	+12.0
partmental	-13.6	+ 9.0	- 3.7	+12.2
ugs	- 6.9	+ 6.4	- 2.0	+ 4.6
rniture	+ 3.0	+23.0	-13.6	+17.4
oceries and Meats .	+17.5	+ 8.0	+ 6.6	+10.6
rdware	+ 6.6	+ 8.3	- 6.2	+11.3
sic and Radio	+53.5	+56.2	+ 0.6	+28.8
staurant	-39.0	+ 8.2	- 4.8	+ 7.1
riety	+15.4	+11.0	+ 6.1	+14.1

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	111.2	110.3	109.2	155.2	150.6	123.4	101.3	101.1	131.3	138.0	135.2	116.6	134.5	131.7	109.7
June, 1930	97.3	100.6	99.6	118.6	121.9	100.0	76.3	80.5	104.5	108.5	112.8	97.2	115.1	119.6	99.7
June, 1931	89.2	89.7	88.8	109.5	109.9	87.2	63.1	64.7	84.1	91.4	92.4	79.7	105.8	106.9	89.1
June, 1932	74.5	74.3	73.6	104.0	104.0	78.8	53.0	53.9	70.0	77.8	77.7	67.0	83.9	83.8	69.8
June, 1933	70.2	69.5	68.8	95.4	95.0	68.9	44.1	44.6	58.0	74.6	73.9	63.7	76.4	75.7	63.1
June, 1934	73.9	70.7	70.0	109.3	102.8	72.9	48.4	46.7	60.6	78.7	74.2	64.0	79.8	75.3	62.7
June, 1935	74.8	74.1	73.4	109.8	106.5	74.5	47.1	46.9	61.0	80.5	78.9	68.0	75.9	74.3	61.9
June, 1936	76.9	77.3	76.5	107.0	107.5	74.6	45.8	47.0	61.0	81.3	82.2	77.5	79.5	80.3	71.1
June, 1937	84.9	85.0	84.2	113.1	114.0	79.2	44.9	45.8	59.5	90.2	90.4	85.3	83.9	84.1	75.1
June, 1938	83.3	83.0	82.2	110.2	110.3	76.6	43.6	44.3	57.5	84.1	84.0	79.2	79.5	79.4	70.9
June, 1939	86.6	85.9	85.0	107.5	107.3	74.5	42.8	43.5	56.4	80.7	80.0	75.5	74.6	73.9	65.4
June, 1940	95.6	94.7	93.8	119.1	115.7	80.3	47.4	47.3	61.4	93.5	91.6	86.4	82.6	80.9	72.3
1939															
July	71.5	73.6	83.6	69.8	72.0	76.6	43.8	42.6	50.7	62.9	65.4	80.8	57.0	59.3	69.8
August	73.4	71.2	81.8	53.7	52.5	69.1	47.2	46.7	49.7	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	87.6	89.5	87.0	84.4	49.8	48.1	51.7	91.1	87.9	87.9	78.6	75.8	78.2
October	92.1	94.8	88.6	74.6	77.5	79.9	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.2	67.6	67.7	66.4	48.7	49.6	57.7	101.0	100.9	82.0	84.1	84.0	75.7
December	122.1	119.8	87.5	119.9	116.6	72.9	115.7	114.6	61.6	141.3	136.3	82.1	120.0	115.7	74.7
1940															
January	70.6	70.7	86.2	46.3	46.8	86.6	42.1	41.9	58.2	62.3	62.4	87.9	53.0	53.2	77.0
February	71.1	73.5	84.4(f)	38.1	39.3	72.8	56.6	59.5	59.5(f)	53.5	55.1	87.5	48.5	50.0	80.6
March	83.2	82.0	83.7	60.4	58.7	65.2	92.8	89.6	68.9	71.4	70.0	80.4	73.3	71.8	78.9
April	86.4	86.8	86.8	78.5	79.0	76.7	46.0	47.2	55.5	80.2	81.0	79.4(f)	92.4	93.3	77.1(f)
May	94.3	93.7	89.2	91.5	91.7	74.6(f)	62.7	61.7	62.9	85.2	85.1	82.7	84.5	84.4	80.4
June	95.6	94.7	93.8	119.1	115.7	80.3	47.4	47.3	61.4	93.5	91.6	86.4	82.6	80.9	72.3

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	103.1	104.2	107.4	107.6	108.7	107.7	120.9	121.3	129.0	105.7	102.1	102.1
June, 1930	95.3	97.9	101.0	97.9	102.0	100.9	95.9	98.4	104.7	94.3	98.2	98.2
June, 1931	87.6	86.8	89.5	88.2	90.0	89.1	80.2	79.5	84.5	91.9	93.4	93.4
June, 1932	70.5	69.7	71.8	83.4	84.5	83.7	55.0	54.4	57.2	77.9	77.9	77.9
June, 1933	68.8	67.6	69.7	75.1	75.9	75.1	54.7	54.1	55.8	73.3	72.4	72.4
June, 1934	69.9	68.0	70.1	78.4	77.4	76.6	66.9	64.7	66.0	74.7	69.5	69.5
June, 1935	72.1	72.8	70.7	76.6	77.4	76.6	69.1	69.2	69.9	76.9	74.3	74.3
June, 1936	73.4	72.7	70.6	79.0	80.6	84.0	76.3	75.5	76.2	76.7	78.1	78.1
June, 1937	80.5	79.8	77.5	84.9	86.0	89.6	93.3	92.3	93.3	85.5	86.3	86.3
June, 1938	77.6	76.6	74.4	84.3	85.4	89.0	78.0	77.2	78.0	88.5	88.7	88.7
June, 1939	75.5	74.3	72.1	85.6	86.5	90.1	80.3	79.6	80.4	102.6	101.6	101.6
June, 1940	82.3	83.2	80.8	91.1	92.1	95.9	98.8	99.1	100.1	110.8	107.3	107.3
1939												
July	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	82.9	83.3	86.9	88.7
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	95.7	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	87.0	88.7	88.9	89.8
December	144.1	145.1	89.6	122.4	119.3	96.2	111.5	111.8	100.7	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	76.6 (f)	94.7	92.6	95.5	74.3	74.5	85.6	104.5	101.2	101.2 (f)
April	80.3	79.6	84.7	89.9	90.8	92.7 (f)	93.8	92.9	79.4 (f)	97.6	99.4	96.5
May	85.5	84.4	82.8	93.0	91.8	95.6	114.4	113.4	90.0	103.9	104.2	101.1
June	82.3	83.2	80.8	91.1	92.1	95.9	98.8	99.1	100.1	110.8	107.3	107.3

(d) Revised to census trend.
(f) Final figures.

(d) Revised to census trend.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	118.5	121.5	102.1	81.6	83.5	134.7	111.6	113.5	112.4	124.9	121.2	117.7
June, 1930	105.8	108.4	91.1	62.3	63.8	102.9	101.7	104.5	103.5	94.8	98.0	95.2
June, 1931	92.1	90.8	76.3	51.1	50.3	81.1	79.7	80.8	80.0	94.3	94.8	92.0
June, 1932	77.8	76.7	64.4	38.3	37.7	57.1	60.3	61.1	60.5	87.1	87.2	84.7
June, 1933	71.3	70.2	59.0	33.2	32.7	46.7	54.8	55.4	54.9	82.3	82.1	79.7
June, 1934	85.2	84.0	70.6	38.3	37.7	53.4	59.6	59.6	59.0	90.0	84.9	82.4
June, 1935	82.6	84.6	71.1	41.7	42.7	60.1	58.6	59.6	59.0	88.6	86.1	83.6
June, 1936	91.7	90.1	75.7	53.8	52.9	58.1	62.5	63.4	62.8	93.1	93.6	90.9
June, 1937	106.0	104.1	87.5	68.2	67.1	73.7	63.7	64.6	64.0	100.5	101.1	98.2
June, 1938	106.9	104.9	88.2	59.3	58.3	64.1	59.7	60.5	59.9	95.1	95.4	92.6
June, 1939	104.2	102.6	86.2	61.2	60.2	66.2	57.3	57.9	57.3	98.6	98.4	95.6
June, 1940	112.8	115.4	97.0	95.6	97.8	107.5	62.0	63.1	62.4	109.4	106.3	103.2
1939												
July	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	104.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	93.2	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	99.6
1940												
January	59.2	58.3	106.0	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	107.2
February	54.0	55.2	98.7	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	110.0
April	89.5	88.1	84.7(f)	74.3	73.1	78.6(f)	62.2	63.0	62.4	86.3	86.9	97.6
May	120.3	118.4	87.0	95.0	93.5	82.0	65.1	63.7	63.7(f)	103.1	103.3	103.3(f)
June	112.8	115.4	97.0	95.6	97.8	107.5	62.0	63.1	62.4	109.4	106.3	103.2

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
une, 1936	103.1	109.8	120.0	99.8	92.2	96.9
une, 1937	114.3	119.7	130.3	113.4	98.3	108.0
une, 1938	106.6	114.0	121.5	103.5	99.7	94.0
une, 1939	102.3	114.8	114.1	98.1	91.4	96.6
une, 1940	118.5	143.1	126.7	115.5	104.3	110.6
940						
January	78.9	91.7	74.1	81.7	70.9	79.4
February	67.8	83.2	65.2	68.4	61.5	67.8
March	90.5	110.8	87.6	91.1	85.2	86.5
April	101.6(f)	119.6	103.5	101.5	95.4	89.9
May	108.0	133.4	119.1	101.2	101.0	100.8
June	118.5	143.1	126.7	115.5	104.3	110.6
Change, June, 1940 ..... / June, 1939	+15.9	+24.7	+11.0	+17.7	+14.1	+14.5
Change, Jan.-June, 1940 / Jan.-June, 1939	+14.1	+33.6	+12.5	+14.0	+ 8.9	+ 9.1
Women's Clothing Stores						
ne, 1936	111.6	118.9	126.8	108.3	101.2	110.5
ne, 1937	117.8	123.2	135.5	115.6	104.3	111.5
ne, 1938	111.6	131.9	127.0	106.0	105.7	102.2
ne, 1939	104.7	134.5	112.2	100.0	95.3	108.8
ne, 1940	116.0	149.5	120.5	111.5	108.8	123.0
40						
January	74.5	95.8	63.6	78.3	73.2	78.4
February	68.1	76.1	65.6	67.9	69.0	71.8
March	103.0	120.2	87.4	100.9	113.5	135.3
April	129.7(f)	141.9	128.8	132.5	115.0	135.0
May	118.7	176.5	123.8	108.6	118.8	130.6
June	116.0	149.5	120.5	111.5	108.8	123.0
Change, June, 1940 ..... / June, 1939	+10.7	+11.2	+ 7.4	+11.5	+14.2	+13.1
Change, Jan.-June, 1940 / Jan.-June, 1939	+12.0	+25.8	+ 9.1	+13.0	+ 9.2	+13.5
Grocery and Meat Stores						
e, 1936	96.7	(a)	98.6	94.1	101.6	95.8
e, 1937	107.8	(a)	107.1	104.5	115.0	116.2
e, 1938	111.6	(a)	114.2	108.9	113.2	114.6
e, 1939	129.4	(a)	129.6	125.7	136.8	136.7
e, 1940	139.8	(a)	139.1	134.9	151.6	149.3
0						
anuary	110.2	(a)	112.5	113.5	97.8	104.0
ebruary	114.1	(a)	116.9	115.9	104.3	110.3
arch	131.8(f)	(a)	139.1	131.7	119.0	125.8
pril	123.1	(a)	127.0	123.7	112.4	123.1
ay	131.1	(a)	131.0	129.8	134.1	133.2
une	139.8	(a)	139.1	134.9	151.6	149.3
hange, une, 1940 ..... / une, 1939	+ 8.0	(a)	+ 7.3	+ 7.3	+10.8	+ 9.2
hange, an.-June, 1940 / an.-June, 1939	+10.6	(a)	+ 6.8	+ 8.9	+20.8	+22.5

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
Final figures.
Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 - 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
June, 1936	97.6	106.6	103.6	99.5	90.4	95.4
June, 1937	107.2	119.9	118.2	110.3	94.9	104.7
June, 1938	103.3	113.4	117.5	105.6	92.2	97.2
June, 1939	100.7	111.2	114.9	102.6	87.7	102.0
June, 1940	109.8	119.1	121.7	111.7	98.4	110.4
1940						
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.3	85.1	92.2	86.9	83.0	85.9
March	97.0(f)	91.1	107.3	95.3	93.0	103.5
April	107.1	104.1	119.7	109.0	99.6	105.6
May	114.0	127.6	129.4	115.0	103.5	109.1
June	109.8	119.1	121.7	111.7	98.4	110.4
% Change, June, 1940 .... / June, 1939	+ 9.0	+ 7.1	+ 5.9	+ 8.9	+12.2	+ 8.2
% Change, Jan.-June, 1940 / Jan.-June, 1939	+12.2	+19.7	+11.2	+12.2	+12.5	+ 8.9
Variety Stores						
June, 1936	103.4	104.1	113.2	101.7	97.7	93.0
June, 1937	111.7	111.6	122.6	110.3	105.8	103.2
June, 1938	105.7	107.5	121.1	101.4	101.0	100.2
June, 1939	109.5	114.3	126.0	104.2	96.3	103.4
June, 1940	121.5	130.8	141.8	113.9	106.8	114.1
1940						
January	74.5	73.9	79.8	72.3	68.2	81.2
February	80.1	77.5	85.1	76.8	76.9	91.4
March	104.4	103.9	106.9	95.1	95.1	109.3
April	95.9	97.3	104.8	92.1	86.9	101.7
May	114.5(f)	120.2	134.4	106.2	104.1	109.6
June	121.5	130.8	141.8	113.9	106.8	114.1
% Change, June, 1940 .... / June, 1939	+11.0	+14.4	+12.5	+ 9.3	+10.9	+10.3
% Change, Jan.-June, 1940 / Jan.-June, 1939	+14.1	+21.5	+13.9	+12.2	+11.7	+10.0
Drug Stores						
une, 1936	94.7	93.7	96.8	95.7	91.0	93.0
une, 1937	101.8	100.7	102.1	103.7	96.5	102.4
une, 1938	101.1	99.3	100.9	103.5	96.0	100.2
une, 1939	102.6	103.8	103.7	103.2	98.7	103.9
une, 1940	109.2	110.9	108.9	110.9	104.9	107.5
940						
January	106.0	109.4	111.3	105.3	101.6	105.0
February	104.0	108.9	111.2	102.2	100.5	100.9
March	113.5	121.0	120.2	112.4	109.6	106.5
April	107.8(f)	110.8	112.6	106.0	106.2	108.3
May	111.5	115.4	111.5	110.4	114.3	108.5
June	109.2	110.9	108.9	110.9	104.9	107.5
Change, June, 1940 .... / June, 1939	+ 6.4	+ 6.8	+ 5.0	+ 7.5	+ 6.3	+ 3.5
Change, Jan.-June, 1940 / Jan.-June, 1939	+ 4.6	+10.5	+ 3.1	+ 4.6	+ 3.9	+ 4.9

) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1939, AND JUNE, 1940

(Based on sales of 18 firms)

	June 1939 $	June 1940 $	% Change 1940/39
TOTAL SALES, ALL DEPARTMENTS	17,878,222	19,483,001	+ 9.0
1. Women's dresses, coats and suits	1,807,194	1,950,422	+ 7.9
2. Girls' and infants' wear	491,201	576,368	+ 17.3
3. Hosiery and gloves	751,474	768,038	+ 2.2
4. Lingerie and corsets	914,400	943,456	+ 3.2
5. Millinery	278,382	269,788	- 3.1
6. Women's and children's apparel - (Total, 1-5)	4,242,651	4,508,072	+ 6.3
7. Men's and boys' clothing and furnishings	2,000,597	2,196,117	+ 9.8
8. Drugs and toilet articles and preparations	528,529	525,655	- 0.5
9. Piece goods	1,163,831	1,334,630	+ 14.7
10. Smallwares	529,685	554,294	+ 4.6
11. Food and kindred products	1,722,814	1,829,738	+ 6.2
12. Furniture (including mattresses, springs)	935,333	1,109,773	+ 18.7
13. Home furnishings	1,276,231	1,442,214	+ 13.0
14. Household appliances and electrical supplies	459,301	590,232	+ 28.5
15. Hardware and kitchen utensils	798,470	860,913	+ 7.8
16. Radios, musical instruments and supplies	167,215	270,377	+ 61.7
17. Shoes and other footwear	1,669,142	1,809,310	+ 8.4
18. Stationery, books and magazines	198,489	186,721	- 5.9
19. All other departments, total	2,185,934	2,264,955	+ 3.6

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

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OTTAWA

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, JULY, 1940

The underlying trend in retail purchasing continued at a slightly higher level than during the first half of the year, dollar sales for July, 1940 standing 13 per cent above July a year ago according to the composite index for twelve lines of business for which statistics are available. The unadjusted general index stood at 80.8 for July, 1940, compared with 71.5 recorded for July a year ago. The decline below June, 1940, when the index was 95.4, amounted to 15 per cent. Cumulative totals for the first seven months of the current year were 12 per cent higher than for the corresponding period of 1939.

After adjustment for differences in number of business days and for normal seasonal variations, the index for July, 1940, stood at 89.5, about 3 per cent lower than the 91.8 recorded for June, but still 10 per cent above the 81.1 shown for July, 1939.

For the third consecutive month, the advance over the corresponding month of 1939 was shared by all groups. There were, however, some sharp reversals in the extent to which many of the groups contributed towards the general advance. Sales of men's and women's clothing stores, department stores and furniture stores showed much greater improvement than in previous months. Sales of hardware stores, music and radio stores and food stores declined from their previous levels, but were still ahead of last year.

Furniture store sales rose sharply and a gain of 29 per cent over July, 1939, was recorded. Music and radio store sales were up 26 per cent, but hardware sales advanced only 2 per cent. Candy store sales were 14 per cent higher, boot and shoe store sales gained 13 per cent, while restaurant receipts were up 11 per cent.

Regional statistics, which are available for six of the more prominent lines of retail trade, revealed increased sales in all regions of the country in July, 1940, over the same month last year. Improvement in the Maritime Provinces surpassed the average results for the first half of 1940 over the corresponding period of last year. Sales in Ontario and British Columbia were generally on a much higher level than in earlier months, but in Quebec and the Prairie Provinces gains were held to within a narrow range of the levels established in the first half of the current year.

Department store sales were up 18 per cent in July over July of last year. An increase of 22 per cent was recorded in the Maritime Provinces, while sales in Ontario advanced 20 per cent. British Columbia sales were 17 per cent higher and improvement of 15 per cent was shown for both Quebec and the Prairie Provinces. Total sales of 18 departmental firms which reported sales by departments were 17 per cent higher in July, 1940, than in the same month a year ago. Sales of household lines continued to advance at a greater rate than those of other departments. Department store sales of radios and musical instruments were up 39 per cent, while sales of home furnishings were 29 per cent higher. Sales of furniture and of household appliances were both up 23 per cent, while hardware sales advanced 17 per cent over July, 1939. A gain of 19 per cent in women's clothing sales was recorded, while sales of men's clothing were 14 per cent higher. Sales of boot and shoe departments were up 16 per cent. Piece goods and smallwares departments showed increased sales amounting to 22 and 15 per cent respectively. Food sales were up 11 per cent and drug sales 9 per cent.

Variety store sales were 13 per cent higher than in July, 1939. A gain of 28 per cent in the Maritime Provinces far surpassed increases in other regions of the country. Ontario sales were up 13 per cent, with identical gains of 12 per cent recorded in the Prairie Provinces and British Columbia. Quebec sales increased 9 per cent in the same comparison.

There was an increase of 9 per cent in drug store sales in Canada. Sales in the Maritime Provinces, Ontario and British Columbia were up 11 per cent in each case, while gains of 7 and 5 per cent were recorded in Quebec and the Prairie Provinces respectively.

Sales of men's clothing stores advanced 20 per cent. The Maritime Provinces again led all other regions of the country with improvement of 38 per cent over July a year ago. Ontario recorded an outstanding gain of 25 per cent in this group. Other increases were as follows: 14 per cent in the Prairie Provinces, 11 per cent in British Columbia and 10 per cent in Quebec.

Women's clothing store sales were up 21 per cent over July, 1939. A 29 per cent increase in the Maritime Provinces was closely followed by improvement of 27 per cent in British Columbia and 25 per cent in Ontario. A 16 per cent advance was shown for the Prairie Provinces while Quebec sales were 14 per cent higher.

A 10 per cent gain in grocery and meat store sales in July, 1940, over the same month last year resulted from the following regional increases: British Columbia, 18 per cent; the Prairie Provinces, 14 per cent; Ontario, 11 per cent, and Quebec, 6 per cent.

Sales of a representative number of jewellery firms in Canada averaged 31 per cent higher in July, 1940, than in July, 1939.

Revisions to Indexes

Indexes of shoe store sales previously published were based on reports secured monthly from chain stores only. A representative number of independent stores are now reporting and the indexes from January, 1939 onwards have been revised to allow for these additions.

Revisions in seasonal adjustment factors have necessitated revisions in the seasonally adjusted index numbers for certain months in several lines of business. The general index, adjusted for seasonal variations, has been revised from the beginning of the series in 1929.

The complete series of revised indexes will be published in the annual summary after the close of the year.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	July, 1940 + or - per cent compared with			Cumulative Indexes
	July 1930	July 1939	June 1940	Jan.-July, 1940 / Jan.-July, 1939
General Index	- 11.5	+ 13.0	- 15.3	+ 11.7
Boots and shoes	- 21.9	+ 12.5	- 30.0	+ 8.1
Candy	- 42.2	+ 14.4	+ 0.2	+ 14.3
Men's Clothing	- 13.5	+ 19.6	- 19.7	+ 14.9
Women's Clothing	- 29.2	+ 21.1	- 16.6	+ 13.2
Departmental	- 19.1	+ 17.5	- 18.9	+ 13.0
Drugs	- 5.2	+ 8.9	+ 3.0	+ 5.2
Furniture	+ 15.9	+ 29.4	- 17.1	+ 19.3
Groceries and Meats	- 4.9	+ 10.3	- 17.1	+ 10.6
Hardware	- 1.5	+ 2.0	- 12.9	+ 9.6
Music and Radio	+ 18.2	+ 26.4	- 28.0	+ 28.1
Restaurant	- 36.3	+ 10.9	+ 6.5	+ 7.9
Variety	+ 8.0	+ 12.9	- 5.3	+ 13.9

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	104.2	104.0	115.2	117.2	118.2	112.5	104.9	104.3	122.7	100.0	100.3	118.0	110.0	110.3	118.6
July, 1930	91.3	90.6	100.1	96.9	96.9	92.3	86.7	85.9	101.1	86.9	86.8	102.1	97.5	97.4	104.7
July, 1931	81.2	80.1	88.2	93.0	92.7	88.3	70.4	69.2	81.4	71.7	71.1	83.6	78.5	77.8	83.7
July, 1932	65.1	64.0	70.1	82.6	80.1	77.0	63.2	61.0	71.7	57.7	56.5	66.5	62.8	61.5	66.1
July, 1933	60.2	61.9	67.6	69.7	71.6	70.2	50.0	48.5	57.1	50.4	52.4	61.6	56.8	59.0	63.4
July, 1934	62.1	63.8	69.7	68.6	71.1	71.8	46.8	47.9	56.4	57.0	59.0	69.4	60.7	62.8	67.5
July, 1935	64.3	64.1	71.0	70.0	70.6	73.5	44.0	43.8	52.1	62.8	63.0	74.1	63.0	63.2	68.0
July, 1936	68.6	67.7	75.0	69.5	69.3	73.7	49.9	49.1	58.0	63.7	63.1	77.9	60.9	60.4	71.1
July, 1937	77.6	74.0	82.0	81.0	76.3	81.2	50.8	47.5	56.6	74.4	70.2	86.7	67.1	63.3	75.4
July, 1938	71.7	70.6	78.0	74.6	72.4	77.0	48.5	46.7	56.3	64.9	63.6	77.6	58.2	57.0	67.9
July, 1939	71.5	73.6	81.1	67.3	69.4	72.3	43.8	42.6	51.3	62.9	65.4	79.8	57.0	59.3	70.6
July, 1940	80.8	80.7	89.5	75.7	76.5	79.7	50.1	49.8	60.0	75.2	75.4	92.0	69.0	69.2	82.4
1939															
August	73.4	71.2	80.6	54.0	52.9	72.5	47.2	46.7	51.9	56.7	55.1	75.4	49.0	47.6	68.0
September	91.1	89.4	86.0	91.8	89.2	72.5	49.8	48.1	51.7	91.1	87.9	86.2	78.6	75.8	78.2
October	92.1	94.8	86.9	77.4	80.4	73.1	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
December	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
1940															
January	70.8	70.9	86.9	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.6	87.7	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.1	88.4(f)	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.8	75.6
April	86.4	86.9	86.3	80.3	80.8	76.2(f)	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.7	89.3	88.3	88.5	75.6	63.1	62.1	63.4(f)	85.2	85.0	86.8(f)	84.4	84.3	80.3(f)
June	95.4	94.5	91.8	108.2	105.1	77.3	50.0	50.0	64.9	93.6	91.7	86.5	82.7	81.0	72.3
July	80.8	80.7	89.5	75.7	76.5	79.7	50.1	49.8	60.0	75.2	75.4	92.0	69.0	69.2	82.4

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	91.9	91.1	113.8	106.8	105.4	108.7	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930	83.1	82.0	102.5	99.0	97.1	100.1	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931	71.7	70.5	88.2	90.5	88.5	91.2	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932	54.5	55.0	68.8	79.1	77.1	79.5	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933	52.8	54.2	67.7	72.8	71.7	73.9	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934	54.2	55.6	69.5	74.6	75.1	77.4	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935	55.4	54.9	72.2	77.3	76.3	78.7	55.5	54.9	70.4	69.2	69.7	71.1
July, 1936	57.7	56.8	74.7	81.7	79.9	83.2	62.5	61.8	79.3	75.4	74.7	76.2
July, 1937	62.6	60.9	80.1	89.7	85.8	89.4	75.1	72.7	93.2	88.6	82.7	84.4
July, 1938	56.6	57.3	75.3	87.2	85.0	88.5	58.2	58.3	75.7	83.8	81.1	82.8
July, 1939	57.2	58.7	77.3	86.2	84.9	88.4	63.0	64.7	84.0	83.3	86.9	88.7
July, 1940	67.2	66.6	87.6	93.9	92.4	96.3	81.5	80.7	104.9	91.9	92.9	94.8
1939												
August	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	79.6	87.1	85.3	92.7
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	78.3	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	90.9	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
December	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.6	95.5	74.3	74.5	89.7	104.5	101.2	100.2(f)
April	80.3	79.6	81.2	89.9	90.8	92.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7(f)	93.0	91.8	95.6(f)	117.2	116.2	93.7(f)	103.9	104.2	101.1
June	82.9	83.8	81.4	91.2	92.2	96.0	98.3	98.6	100.6	110.8	107.3	107.3
July	67.2	66.6	87.6	93.9	92.4	96.3	81.5	80.7	104.9	91.9	92.9	94.8

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	119.4	117.6	121.2	82.0	80.7	134.5	123.8	121.5	118.0	122.1	122.8	122.8
July, 1930	99.5	98.0	101.1	57.1	56.2	93.7	105.1	103.1	100.1	95.9	96.0	96.0
July, 1931	86.2	85.0	86.7	52.1	51.3	84.1	86.9	85.0	82.5	91.9	91.7	91.7
July, 1932	62.8	64.4	65.0	31.0	31.7	50.3	62.1	60.9	59.1	83.5	81.1	81.1
July, 1933	61.3	62.8	61.6	32.0	32.7	50.3	55.9	55.0	53.4	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	34.2	35.0	53.8	58.7	58.3	56.6	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	38.0	37.4	57.5	60.1	59.0	57.3	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	48.8	48.0	61.5	66.6	65.1	63.2	88.8	88.7	88.7
July, 1937	96.5	94.7	86.1	56.0	55.1	70.6	67.7	65.6	63.7	101.7	95.9	95.9
July, 1938	93.2	95.2	86.5	49.0	50.1	64.2	63.1	61.9	60.1	92.2	89.6	89.6
July, 1939	96.1	98.4	89.4	53.4	54.6	70.1	60.4	59.5	57.7	91.8	95.0	95.0
July, 1940	98.0	96.4	87.6	67.5	66.4	85.1	67.0	65.8	63.8	103.6	104.2	104.2
1939												
August	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	100.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	74.3	73.1	78.6	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8(f)	95.6	94.1	82.5(f)	65.1	63.7	63.7	103.1	103.3	103.3
June	112.5	115.2	96.8	93.7	95.9	105.4	62.9	64.0	63.3(f)	109.4	106.4	103.3(f)
July	98.0	96.4	87.6	67.5	66.4	85.1	67.0	65.8	63.8	103.6	104.2	104.2

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
July, 1936	80.7	95.1	87.9	78.0	73.8	82.9
July, 1937	94.3	117.6	104.6	92.0	79.0	95.9
July, 1938	82.3	95.1	87.3	79.4	77.9	83.7
July, 1939	79.8	98.8	83.9	73.8	76.7	87.6
July, 1940	95.3	136.0	92.3	92.4	87.1	96.8
1940						
February	67.8	83.2	65.2	68.4	61.5	67.8
March	90.5	110.8	87.6	91.1	85.2	86.5
April	101.6	119.6	103.5	101.5	95.4	89.9
May	107.9(f)	133.1	119.5	101.0	100.8	99.9
June	118.6	142.8	127.8	115.1	105.4	109.0
July	95.3	136.0	92.3	92.4	87.1	96.8
% Change, July, 1940 / July, 1939	+19.6	+37.7	+10.0	+25.2	+13.6	+10.5
% Change, Jan.-July, 1940 / Jan.-July, 1939	+14.9	+34.2	+12.4	+15.3	+ 9.7	+ 8.8
Women's Clothing Stores						
July, 1936	85.5	87.0	86.9	82.8	84.7	93.3
July, 1937	94.2	109.7	97.9	91.7	83.9	103.6
July, 1938	81.8	97.4	82.1	78.1	81.1	87.3
July, 1939	80.1	96.5	81.7	76.0	81.6	87.7
July, 1940	96.9	124.8	92.7	94.8	94.9	111.2
1940						
February	68.1	76.1	65.6	67.9	69.0	71.8
March	103.0	120.2	87.4	100.9	113.5	135.3
April	129.7	141.9	128.8	132.5	115.0	135.0
May	118.6(f)	176.3	123.8	108.5	118.9	130.2
June	116.2	150.9	120.3	111.3	109.0	125.4
July	96.9	124.8	92.7	94.8	94.9	111.2
% Change, July, 1940 / July, 1939	+21.1	+29.3	+13.5	+24.7	+16.3	+26.8
% Change, Jan.-July, 1940 / Jan.-July, 1939	+13.2	+26.5	+ 9.7	+14.4	+10.2	+15.5
Grocery and Meat Stores						
July, 1936	95.1	(a)	89.7	96.3	102.3	96.7
July, 1937	111.8	(a)	101.5	112.5	128.0	120.4
July, 1938	105.7	(a)	98.2	108.3	113.8	106.5
July, 1939	105.1	(a)	99.6	104.1	118.2	109.9
July, 1940	115.9	(a)	105.9	115.1	134.1	129.5
1940						
February	114.1	(a)	116.9	115.9	104.3	110.3
March	131.8(f)	(a)	139.1	131.7	119.0	125.8
April	123.1	(a)	127.0	123.7	112.4	123.1
May	131.1	(a)	131.0	129.8	134.1	133.2
June	139.8	(a)	139.2	134.9	151.5	149.3
July	115.9	(a)	105.9	115.1	134.1	129.5
% Change, July, 1940 / July, 1939	+10.3	(a)	+ 6.3	+10.6	+13.5	+17.8
% Change, Jan.-July, 1940 / Jan.-July, 1939	+10.6	(a)	+ 6.8	+ 9.1	+19.6	+21.8

a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
f) Final figures.
c) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
July, 1936	76.6	88.1	69.9	75.3	73.9	88.7
July, 1937	83.4	100.6	80.8	80.5	77.8	98.0
July, 1938	75.4	81.9	73.5	71.3	73.5	90.4
July, 1939	76.2	86.4	77.2	71.9	74.0	88.3
July, 1940	89.6	105.1	89.0	86.2	84.7	103.3
1940						
February	86.3	85.1	92.2	86.9	83.0	85.9
March	97.0	91.1	107.3	95.3	93.0	103.5
April	107.1	103.8	119.7	109.0	99.6	105.6
May	113.9(f)	126.8	129.4	115.0	103.5	109.1
June	110.5	119.1	124.0	111.9	99.8	110.5
July	89.6	105.1	89.0	86.2	84.7	103.3
% Change, July, 1940 / July, 1939	+17.5	+21.6	+15.3	+19.9	+14.5	+17.0
% Change, Jan.-July, 1940 / Jan.-July, 1939	+13.0	+19.8	+12.0	+13.1	+13.0	+10.0
Variety Stores						
July, 1936	98.7	103.9	98.9	96.6	101.1	99.7
July, 1937	113.1	124.6	116.8	111.5	107.2	111.8
July, 1938	102.5	107.3	107.9	98.8	105.4	105.6
July, 1939	102.0	103.1	114.6	95.2	98.4	106.2
July, 1940	115.1	132.0	124.3	107.5	110.0	119.1
1940						
February	80.1	77.5	85.1	76.8	76.9	91.4
March	104.4	103.9	106.9	95.1	95.1	109.3
April	95.9	97.3	104.8	92.1	86.9	101.7
May	114.5	120.2	134.4	106.2	104.1	109.6
June	121.6(f)	131.6	141.8	113.9	106.7	114.1
July	115.1	132.0	124.3	107.5	110.0	119.1
% Change, July, 1940 / July, 1939	+12.9	+28.0	+ 8.5	+12.9	+11.8	+12.1
% Change, Jan.-July, 1940 / Jan.-July, 1939	+13.9	+22.8	+13.0	+12.4	+11.7	+10.4
Drug Stores						
July, 1936	98.0	99.6	94.4	100.8	93.1	99.1
July, 1937	107.6	114.9	105.7	110.8	97.4	109.5
July, 1938	104.6	105.2	101.5	105.9	103.4	106.0
July, 1939	103.3	105.7	103.0	103.4	101.3	106.0
July, 1940	112.6	117.3	109.9	114.7	106.2	117.1
1940						
February	104.0	108.9	111.2	102.2	100.5	100.9
March	113.5	121.0	120.2	112.4	109.6	106.5
April	107.8	110.8	112.6	106.0	106.2	108.3
May	111.5(f)	115.4	111.2	110.5	114.2	108.5
June	109.4	110.9	109.0	111.1	105.0	108.7
July	112.6	117.3	109.9	114.7	106.2	117.1
% Change, July, 1940 / July, 1939	+ 8.9	+11.0	+ 6.7	+10.9	+ 4.8	+10.5
% Change, Jan.-July, 1940 / Jan.-July, 1939	+ 5.2	+10.6	+ 3.6	+ 5.5	+ 4.0	+ 5.9

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1939, AND JULY, 1940

(Based on sales of 18 firms)

	July 1939	July 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	13,378,870	15,694,590	+ 17.3
1. Women's dresses, coats and suits	1,093,654	1,333,298	+ 21.9
2. Girls' and infants' wear	323,129	412,137	+ 27.5
3. Hosiery and gloves	539,817	611,283	+ 13.2
4. Lingerie and corsets	695,137	809,127	+ 16.4
5. Millinery	107,795	117,250	+ 8.8
6. Women's and children's apparel - (Total, 1-5)	2,759,532	3,283,095	+ 19.0
7. Men's and boys' clothing and furnishings	1,411,712	1,604,871	+ 13.7
8. Drugs and toilet articles and preparations	464,689	506,918	+ 9.1
9. Piece goods	1,005,102	1,225,818	+ 22.0
10. Smallwares	452,050	520,555	+ 15.2
11. Food and kindred products	1,463,843	1,619,843	+ 10.7
12. Furniture (including mattresses, springs)	870,745	1,072,696	+ 23.2
13. Home furnishings	877,984	1,135,658	+ 29.3
14. Household appliances and electrical supplies	407,850	499,765	+ 22.5
15. Hardware and kitchen utensils	595,784	699,347	+ 17.4
16. Radios, musical instruments and supplies	142,323	197,814	+ 39.0
17. Shoes and other footwear	970,865	1,125,084	+ 15.9
18. Stationery, books and magazines	159,813	172,322	+ 7.8
19. All other departments, total	1,796,578	2,030,804	+ 13.0

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1940

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, AUGUST, 1940

The dollar volume of retail trade in Canada during August, 1940, increased 1 per cent over August, 1939. Tourist business from other countries and increased incomes at home were among the most important factors affecting the results. The unadjusted general index (on the base--average for 1930 equals 100) stood at 89.0 for August, 1940, compared with 73.4 for August, 1939. The index for the latest month was 10 per cent above the 80.6 recorded in July, 1940. Sales during the first eight months of the current year averaged 13 per cent higher than in the same period of 1939

After adjustment for differences in number of business days and for normal seasonal variations, the general index stood at 94.1 for August, 1940, 5 per cent above the 89.4 recorded in July. Improvement of 17 per cent over August, 1939, in the adjusted index, was more moderate than the gain shown in the unadjusted index of sales volume, allowance having been made for the extra Saturday in August this year.

Sales increases over August, 1939, were reported for all twelve groups for which statistics are available. Substantially greater gains in sales of clothing and departmental stores, however, surpassed increases in sales of household lines which had been most prominent during the first half of the year.

Department store sales recorded a gain of 25 per cent in August, 1940, over August, 1939, the largest increase recorded in corresponding-month comparisons for this group during the current year. Sales were up 31 per cent in British Columbia, 30 per cent in the Maritime Provinces, 29 per cent in Ontario, 24 per cent in Quebec, and 1 per cent in the Prairie Provinces. Eighteen departmental firms reported sales by departments which totalled 23 per cent higher in August, 1940, than in the same month a year ago. Women's clothing sales were up 28 per cent, while sales of men's clothing were 2 per cent higher and sales of boot and shoe departments advanced 20 per cent in the same comparison. Sales of piece goods and smallwares were up 27 and 22 per cent respectively. Among the household lines, sales of household appliances led other items with a gain of 30 per cent. Other increases were as follows: home furnishings, 27 per cent; hardware, 2 per cent; furniture, 24 per cent; and radio and music, 2 per cent. Food sales were 1 per cent higher, while sales of drug departments increased by the same amount.

Variety store sales in Canada were 30 per cent higher in August, 1940, than in August, 1939. The Maritime Provinces led all other regions with improvement of 4 per cent. Sales in Ontario were up 32 per cent and an increase of 28 per cent was recorded in Quebec. The Prairie Provinces showed sales 24 per cent higher and British Columbia reported a gain of 20 per cent.

A rise of 17 per cent in drug store sales in Canada over August, 1939, resulted from the following advances in the various economic divisions: 23 per cent in the Maritime Provinces, 19 per cent in Ontario, 18 per cent in the Prairie Provinces, 12 per cent in British Columbia and 11 per cent in Quebec.

All parts of the country shared in the brisk improvement reported in sales of clothing stores. Improvement of 38 per cent in men's clothing store sales in Canada in August, 1940, over August, 1939, compares with an 18 per cent increase in the first eight months of 1940 over the same period of last year. Sales in the Maritime Provinces were up 65 per cent, while Ontario sales advanced 41 per cent. An increase of 3[illegible] per cent in the Prairie Provinces was followed by gains of 30 per cent in Quebec and 2[illegible] per cent in British Columbia.

Women's clothing store sales were up 40 per cent in August, 1940, over the same month a year ago, showing remarkable improvement over the comparison for the eight-month period when sales exceeded those for the similar period of 1939 by 16 per cent. Ontario and British Columbia led all other regions with identical gains of 48 per cent, closely followed by a 47 per cent increase in the Maritime Provinces. Sales in Quebec were 31 per cent higher than in August, 1939, while in the Prairie Provinces the gain amounted to 22 per cent.

Grocery and meat store sales were 19 per cent higher in August, 1940, than in August, 1939 Gains for the various regions were within a narrower range than in previous months. Sales in both Ontario and British Columbia were up 21 per cent while increases of 16 per cent were reported for both Quebec and the Prairie Provinces.

Regional comparisons for sales of boot and shoe stores and for jewellery stores appear for the first time in this issue of our monthly bulletin. Regional indexes for these groups, however, have not yet been constructed. Sales of boot and shoe stores in Canada increased 38 per cent over August, 1939 Sales in the Maritime Provinces were up 48 per cent, and in Ontario, 42 per cent. A gain of 35 per cent was recorded in British Columbia, while increases of 31 per cent and 30 per cent occurred in Quebec and the Prairie Provinces respectively.

Jewellery store sales in Canada advanced 43 per cent in August, 1940, over the same month last year. A gain of 54 per cent in the Prairie Provinces led all other regions of the country Sales were up 45 per cent in both the Maritime Provinces and in Ontario, Quebec and British Columbia reported gains of 38 and 34 per cent respectively.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	August, 1940 + or - per cent compared with			Cumulative Indexes
	August 1930	August 1939	July 1940	Jan.-Aug., 1940 / Jan.-Aug., 1939
General Index	- 2.4	+ 21.3	+ 10.4	+ 12.8
Boots and shoes	- 18.9	+ 37.8	- 2.2	+ 11.3
Candy	- 37.8	+ 39.6	+ 33.9	+ 17.0
Men's clothing	+ 4.5	+ 37.9	+ 4.0	+ 17.5
Women's clothing	- 16.7	+ 40.0	+ 0.3	+ 15.8
Departmental	- 6.9	+ 25.0	+ 14.2	+ 14.4
Drugs	- 2.4	+ 16.7	+ 7.5	+ 6.6
Furniture	+ 16.0	+ 27.0	+ 26.8	+ 20.6
Groceries and meats	+ 8.3	+ 18.5	+ 12.1	+ 11.6
Hardware	- 3.6	+ 2.2	+ 5.3	+ 8.3
Music and Radio	- 4.4	+ 19.8	+ 0.7	+ 26.9
Restaurant	- 33.0	+ 12.8	+ 8.6	+ 8.4
Variety	+ 12.5	+ 30.3	+ 7.1	+ 16.1

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores, August, 1939, and August, 1940

Region	Sales in August, 1940, compared with sales in August, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 37.7	+ 43.0
aritime Provinces	+ 47.9	+ 44.8
uebec	+ 30.9	+ 37.9
ntario	+ 41.9	+ 44.8
rairie Provinces	+ 30.3	+ 54.3
ritish Columbia	+ 35.4	+ 34.3

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	108.5	100.7	114.9	112.1	102.5	120.6	135.0	126.5	129.1	102.9	94.3	134.7	97.8	89.6	117.9
August, 1930	91.2	87.2	99.2	91.7	86.3	101.5	105.9	102.1	104.2	74.8	70.6	100.9	82.4	77.7	102.2
August, 1931	78.1	75.3	85.6	77.7	73.1	88.1	83.6	81.3	82.9	59.8	57.3	81.9	65.5	62.7	82.5
August, 1932	63.3	61.7	70.0	61.5	60.1	74.2	61.7	61.3	62.5	45.0	44.1	63.0	50.3	49.3	64.9
August, 1933	61.6	59.7	67.8	55.7	54.4	68.9	58.2	57.6	58.7	45.7	44.4	63.4	49.7	48.3	63.6
August, 1934	64.6	62.1	70.5	58.2	56.4	72.4	58.6	57.6	58.7	50.4	48.4	69.1	57.7	55.5	73.0
August, 1935	68.5	63.5	72.1	62.6	57.2	74.3	59.2	55.4	59.0	55.9	51.2	73.1	57.6	52.8	69.5
August, 1936	69.9	67.5	76.7	60.7	57.1	75.2	58.3	56.6	60.2	60.4	57.8	79.2	51.5	49.3	70.4
August, 1937	71.7	72.0	81.8	59.2	59.4	78.2	50.1	51.3	54.6	62.0	62.7	85.9	52.0	52.5	75.0
August, 1938	70.1	68.3	77.5	53.3	52.1	68.6	47.9	47.6	52.8	56.7	55.5	76.0	51.4	50.3	71.9
August, 1939	73.4	71.2	80.6	54.0	52.9	72.5	47.2	46.7	51.9	56.7	55.1	75.4	49.0	47.6	68.0
August, 1940	89.0	82.6	94.1	74.4	68.1	93.3	65.9	61.8	68.7	78.2	71.7	98.2	68.6	62.8	89.8
1939															
September	91.1	89.4	86.0	91.8	89.2	72.5	49.8	48.1	51.7	91.1	87.9	86.2	78.6	75.8	78.2
October	92.1	94.8	86.9	77.4	80.4	73.1	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
December	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
1940															
January	70.8	70.9	86.9	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.6	87.7	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.1	88.4	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.8	75.6
April	86.4	86.9	86.3(f)	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.7	89.3	88.5	88.7	75.8(f)	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June	95.5	94.6	91.9	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5(f)	83.2	81.5	72.8(f)
July	80.6	80.5	89.4	76.1	76.8	80.0	49.2	49.0	59.0(f)	75.2	75.4	91.9	68.4	68.6	81.6
August	89.0	82.6	94.1	74.4	68.1	93.3	65.9	61.8	68.7	78.2	71.7	98.2	68.6	62.8	89.8

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.3	80.1	100.1	103.0	100.3	102.4	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	69.7	68.0	85.0	91.8	90.4	92.2	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	80.3	79.3	80.9	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.1	54.4	68.0	72.8	71.4	72.9	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	76.1	74.4	75.9	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	80.0	76.5	78.1	76.5	71.5	71.5	76.3	69.0	75.0
August, 1936	62.8	61.3	76.6	81.3	80.0	81.6	79.8	79.9	79.9	76.3	72.5	78.8
August, 1937	64.8	64.2	80.3	89.3	89.9	91.7	88.5	87.6	87.6	75.9	77.3	84.0
August, 1938	62.4	59.8	74.7	88.2	87.1	88.9	74.8	72.3	72.3	76.0	75.3	81.8
August, 1939	61.3	58.5	73.1	86.1	84.5	86.2	82.3	78.8	79.6	87.1	85.3	92.7
August, 1940	76 6	71.8	89.7	100.5	98.6	100.6	104.5	97.9	98.9	103.2	93.5	101.7
1939												
September	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	78.3	98.1	93.2	93.2
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	90.9	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
December	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.6	95.5	74.3	74.5	89.7	104.5	101.2	100.2 (f)
April	80.3	79.6	81.2	89.9	90.8	92.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7	93.0	91.8	95.6	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4 (f)	91.1	92.1	95.9 (f)	98.3	98.6	100.6 (f)	110.9	107.3	107.3
July	67.1	66.5	87.5	93.5	92.0	95.8	82.4	81.7	106.1	92.1	93.0	94.9
August	76.6	71.8	89.7	100.5	98.6	100.6	104.5	97.9	98.9	103.2	93.5	101.7

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	122.2	115.9	112.5	109.8	104.0	136.8	129.1	125.1	118.0	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.8	69.7	91.7	107.6	105.6	99.6	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	62.9	61.9	81.4	86.7	85.3	80.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	40.3	38.2	50.3	63.3	62.1	58.6	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	38.3	36.3	47.8	57.6	56.5	53.3	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	43.4	41.1	54.1	62.3	60.9	57.5	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	46.4	44.0	57.9	64.5	62.5	59.0	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	47.9	47.1	61.2	68.4	67.3	63.5	87.1	82.5	89.6
August, 1937	90.8	89.2	86.6	55.8	54.9	71.3	69.7	69.3	65.4	85.2	85.7	93.1
August, 1938	96.2	91.0	88.3	53.9	51.1	66.4	66.5	65.2	61.5	81.8	80.1	87.1
August, 1939	99.7	94.4	91.7	56.5	53.5	69.5	63.9	62.7	59.1	85.1	83.0	90.2
August, 1940	101.9	96.6	93.7	67.7	64.2	83.3	72.1	69.9	65.9	110.9	101.6	110.4
1939												
September	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	100.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	74.3	73.1	78.6	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	112.7	115.3	96.9(f)	94.3	96.4	106.0(f)	62.7	63.7	63.1(f)	109.4	106.4	103.3
July	96.8	95.2	86.6	67.2	66.1	84.7	66.4	65.2	63.3	103.5	104.1	104.1(f)
August	101.9	96.6	93.7	67.7	64.2	83.3	72.1	69.9	65.9	110.9	101.6	110.4

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
August, 1936	76.6	88.8	79.1	73.6	70.5	90.9
August, 1937	78.6	93.6	83.5	76.0	64.4	96.6
August, 1938	71.9	84.6	74.0	68.3	66.5	85.4
August, 1939	71.8	89.0	72.7	67.3	65.6	87.6
August, 1940	99.1	146.7	94.5	94.9	88.6	109.2
1940						
March	90.5	110.8	87.6	91.1	85.2	86.5
April	101.6	119.6	103.5	101.5	95.4	89.9
May	107.9	133.1	119.5	101.0	100.8	99.9
June	118.7(f)	142.8	128.1	115.1	105.4	109.0
July	95.3	136.0	91.7	92.7	86.8	96.6
August	99.1	146.7	94.5	94.9	88.6	109.2
% Change, August, 1940 / August, 1939	+37.9	+64.8	+30.0	+41.0	+35.1	+24.7
% Change, Jan.-Aug., 1940 / Jan.-Aug., 1939	+17.5	+38.1	+14.3	+18.1	+12.3	+10.9
Women's Clothing Stores						
August, 1936	72.3	82.0	73.5	70.0	66.3	82.8
August, 1937	73.0	90.1	72.6	68.5	66.3	91.4
August, 1938	72.2	94.1	68.4	66.3	69.7	92.8
August, 1939	68.8	93.1	63.4	65.0	73.8	85.7
August, 1940	96.3	137.0	83.2	96.1	90.0	127.0
1940						
March	103.0	120.2	87.4	100.9	113.5	135.3
April	129.7	141.9	128.8	132.5	115.0	135.0
May	118.4	176.3	123.2	108.5	118.9	130.2
June	116.8(f)	151.4	121.2	111.0	108.7	131.9
July	96.0	127.2	90.3	94.4	93.7	110.8
August	96.3	137.0	83.2	96.1	90.0	127.0
% Change, August, 1940 / August, 1939	+40.0	+47.2	+31.2	+47.8	+22.0	+48.2
% Change, Jan.-Aug., 1940 / Jan.-Aug., 1939	+15.8	+29.3	+11.3	+17.6	+11.2	+20.0
Grocery and Meat Stores						
August, 1936	96.2	(a)	86.7	97.7	109.5	102.1
August, 1937	95.7	(a)	85.6	93.6	116.4	112.2
August, 1938	95.8	(a)	88.9	96.3	106.0	103.7
August, 1939	109.8	(a)	100.1	106.7	135.2	121.7
August, 1940	130.2	(a)	115.9	129.0	157.2	146.7
1940						
March	131.8(f)	(a)	139.1	131.7	119.0	125.8
April	123.1		127.0	123.7	112.4	123.1
May	131.1	(a)	131.0	129.8	134.0	133.2
June	139.8	(a)	139.2	134.9	151.7	149.3
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.2	(a)	115.9	129.0	157.2	146.7
% Change, August, 1940 / August, 1939	+18.5	(a)	+15.8	+20.9	+16.3	+20.5
% Change, Jan.-Aug., 1940 / Jan.-Aug., 1939	+11.6	(a)	+ 7.8	+10.6	+19.1	+21.7

(a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
(f) Final figures.
(c) Includes men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
August, 1936	83.8	85.1	83.0	81.8	80.7	96.5
August, 1937	86.3	93.7	87.3	82.7	79.7	105.4
August, 1938	83.1	83.5	87.5	79.1	78.2	99.1
August, 1939 ...	81.7	85.3	84.2	78.7	77.9	95.4
August, 1940	102.2	110.8	104.1	101.7	89.9	124.8
1940						
March	97.0	91.1	107.3	95.3	93.0	103.5
April	107.1	103.8	119.7	109.0	99.6	105.6
May	113.9	126.8	129.4	115.0	103.5	109.1
June	110.6(f)	119.1	124.0	111.9	99.8	111.2
July	89.5	105.1	88.1	86.2	84.6	104.0
August	102.2	110.8	104.1	101.7	89.9	124.8
% Change, August, 1940 / August, 1939 ...	+25.0	+29.9	+23.6	+29.2	+15.4	+30.8
% Change, Jan.-Aug., 1940 / Jan.-Aug., 1939	+14.2	+21.1	+13.2	+14.9	+13.3	+12.9
Variety Stores						
August, 1936	96.8	104.9	97.6	94.4	94.3	102.8
August, 1937	94.7	108.6	97.7	91.6	87.8	104.7
August, 1938	90.9	100.8	97.2	85.5	88.5	105.7
August, 1939	94.5	98.3	103.1	88.0	88.4	110.4
August, 1940	123.2	143.3	132.3	116.3	109.5	132.0
1940						
March	104.4	103.9	106.9	95.1	95.1	109.3
April	95.9	97.3	104.8	92.1	86.9	101.7
May	114.5	120.2	134.4	106.2	104.1	109.6
June	121.6	131.6	141.8	113.9	106.7	114.1
July	115.0(f)	132.1	123.4	107.7	109.9	119.1
August	123.2	143.3	132.3	116.3	109.5	132.0
% Change, August, 1940 / August, 1939 ...	+30.3	+45.8	+28.3	+32.2	+23.9	+19.6
% Change, Jan.-Aug., 1940 / Jan.-Aug., 1939	+16.1	+26.0	+14.9	+15.0	+13.3	+11.7
Drug Stores						
August, 1936	97.5	103.3	95.9	97.1	96.7	100.7
August, 1937	107.1	114.0	107.0	108.8	100.3	106.3
August, 1938	105.8	108.4	104.3	105.8	106.3	106.5
August, 1939	103.2	110.1	103.8	102.0	100.4	109.7
August, 1940	120.5	135.0	114.7	121.0	118.8	122.5
1940						
March	113.5	121.0	120.2	112.4	109.6	106.5
April	107.8	110.8	112.6	106.0	106.2	108.3
May	111.5	115.4	111.2	110.5	114.2	108.5
June	109.2(f)	111.5	109.0	110.7	104.6	108.8
July	112.1	119.5	108.3	114.5	105.9	114.5
August	120.5	135.0	114.7	121.0	118.8	122.5
% Change, August, 1940 / August, 1939 ...	+16.7	+22.6	+10.5	+18.6	+18.3	+11.7
% Change, Jan.-Aug., 1940 / Jan.-Aug, 1939	+ 6.6	+12.5	+ 4.2	+ 7.1	+ 5.7	+ 6.4

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1939, AND AUGUST, 1940

(Based on sales of 18 firms)

	August 1939	August 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	14,493,205	17,816,268	+ 22.9
1. Women's dresses, coats and suits	1,160,593	1,507,978	+ 29.9
2. Girls' and infants' wear	360,302	497,699	+ 38.1
3. Hosiery and gloves	545,741	653,562	+ 19.8
4. Lingerie and corsets	567,432	702,726	+ 23.8
5. Millinery	160,562	212,780	+ 32.5
6. Women's and children's apparel--(Total, 1-5)	2,794,630	3,574,745	+ 27.9
7. Men's and boys' clothing and furnishings	1,315,419	1,650,820	+ 25.5
8. Drugs and toilet articles and preparations	476,548	538,458	+ 13.0
9. Piece goods	1,171,263	1,481,522	+ 26.5
0. Smallwares	464,992	567,662	+ 22.1
1. Food and kindred products	1,519,510	1,716,486	+ 13.0
2. Furniture (including mattresses, springs)	1,354,168	1,673,267	+ 23.6
3. Home furnishings	1,116,105	1,411,425	+ 26.5
4. Household appliances and electrical supplies	446,690	579,731	+ 29.8
5. Hardware and kitchen utensils	590,163	737,549	+ 25.0
6. Radios, musical instruments and supplies	226,572	231,250	+ 2.1
7. Shoes and other footwear	999,213	1,202,307	+ 20.3
3. Stationery, books and magazines	205,872	235,542	+ 14.4
9. All other departments, total	1,812,060	2,215,504	+ 22.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1940

+ + +

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MONTHLY INDEXES OF RETAIL SALES, SEPTEMBER, 1940

The dollar volume of retail purchasing for September as reflected in indexes based on calendar month totals for twelve lines of business dealing chiefly in food, clothing and household requirements remained unchanged from August and was 3 per cent below the volume of business transacted in September a year ago. Unadjusted indexes on the base 1930 equals 100 stand at 88.6 for September, 1940, 88.6 for August and 91.1 for September, 1939.

The 3 per cent decline from September, 1939 was in contrast to substantial increases which characterized earlier corresponding-month comparisons for 1939 and 1940, aggregate sales for the first eight months of the current year averaging 13 per cent above the corresponding period of 1939. Addition of September totals reduced the increase to 11 per cent.

Comparisons between corresponding months in consecutive years were impaired by differences in number of business days in the different periods. Comparisons between consecutive months in the same year must be made having regard not only to differences in number of business days but also to normal seasonal movements. There was one more business day in September of last year than this. Retail sales for the lines of business included in this survey generally averaged higher in September than in August. On making allowance for differences in number of business days and also for normal seasonal movements the adjusted index stood at 90.4 for September, approximately 5 per cent above September, 1939, down 3 per cent from the high peak recorded in August and about on a par with the underlying trend for May, June and July.

Results for individual lines of business reveal mixed trends, comparison of calendar month totals for September of this year and last showing increases for seven lines of business and decreases for five. The increases were 13 per cent for candy stores, 8 per cent for restaurants, music and radio stores and drug stores, 6 per cent for variety stores, 4 per cent for furniture stores and 3 per cent for women's clothing stores. Grocery and meat stores did 8 per cent less business in September, 1940 than in the first month of the war a year ago, when anticipation of increasing prices resulted in heavy purchases of basic food products. Shoe store sales were also down by 8 per cent, hardware store sales declined 6 per cent, men's clothing store sales 5 per cent and departmental stores 3 per cent. After adjusting for number of business days and for normal seasonal variations the adjusted indexes stood higher in September, 1940 than 1939 for all lines of business excepting hardware stores. All lines of business excepting restaurants and variety stores showed a downward trend between August and September this year.

Jewellery store sales are not included in the general index but figures for this line of business are now being collected by the Bureau. Jewellery store sales averaged 13 per cent higher in September of this year than last, while cumulative totals for the first nine months of the current year stood 26 per cent above the corresponding period a year ago.

Figures available on a regional basis showed that gains in the Maritime Provinces continued to exceed by a wide margin those in other regions of the country. Department store sales in the Maritime Provinces averaged 14 per cent higher in September of this year than last while in other regions declines ranging as high as 10 per cent were recorded. Variety store sales were up 21 per cent in the Maritime Provinces and from 1 to 8 per cent in other sections. Figures for drug stores and more especially for both men's and women's clothing stores reveal marked increases in retail purchasing in the Maritimes. Men's clothing store sales were up 35 per cent in September this year over last; women's clothing store sales were up 29 per cent. Results for other regions

showed changes ranging from an increase of 6 per cent for women's clothing store sales in Ontario to a decrease of 21 per cent for men's clothing stores in the Prairie Provinces.

An analysis of department store sales by departments indicated heavy buying in durable goods departments such as furniture, home furnishings, household appliances and hardware and kitchen utensils. Sales of the food departments were 20 per cent below September a year ago. The men's clothing and furnishings department was down by 9 per cent while women's and children's apparel as a whole was maintained within narrow limits of the September, 1939 volume.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	September, 1940 + or - per cent compared with			Cumulative Indexes
	September 1930	September 1939	August 1940	Jan.-Sept., 1940 / Jan.-Sept., 1939
General Index	- 8.6	- 2.7	(e)	+ 10.7
Boots and Shoes	- 5.7	- 8.2	+ 14.2	+ 8.3
Candy	- 35.8	+ 13.3	- 9.2	+ 15.8
Men's Clothing	+ 1.4	- 5.4	+ 11.8	+ 13.8
Women's Clothing	- 10.1	+ 2.8	+ 18.1	+ 14.0
Departmental	- 13.2	- 3.0	+ 13.8	+ 11.8
Drugs	+ 4.0	+ 7.5	- 3.0	+ 6.7
Furniture	- 5.4	+ 4.0	- 4.1	+ 17.3
Groceries and Meats	- 4.6	- 7.8	- 12.4	+ 9.2
Hardware	- 4.1	- 5.9	+ 1.4	+ 6.5
Music and Radio	- 28.1	+ 7.5	+ 19.5	+ 24.5
Restaurant	- 29.0	+ 8.3	- 0.8	+ 8.2
Variety	+ 10.7	+ 6.0	- 7.2	+ 14.7

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores, September, 1939, and September, 1940

Region	Sales in September, 1940, compared with sales in September, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	- 8.2	+ 13.0
Maritime Provinces	+ 2.8	+ 14.3
Quebec	- 12.0	+ 4.6
Ontario	- 6.1	+ 17.8
Prairie Provinces	- 16.1	+ 8.8
British Columbia	- 4.6	+ 17.1

(e) No change

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	110.7	117.4	115.0	111.3	118.3	124.5	107.4	113.2	121.7	114.9	122.4	133.0	91.6	97.6	108.4
September, 1930	96.9	99.8	98.0	89.4	92.7	97.6	87.8	90.1	96.8	85.0	88.0	95.7	89.9	93.1	103.4
September, 1931	84.3	86.6	85.0	80.6	83.9	88.3	74.9	76.4	82.2	69.8	71.7	77.9	71.8	73.7	81.9
September, 1932	70.0	71.1	69.7	68.1	70.0	72.9	59.8	60.6	65.1	59.9	60.8	66.1	57.4	58.2	64.7
September, 1933	69.4	68.1	66.6	68.2	66.1	68.1	57.6	55.4	59.6	59.0	56.9	61.8	58.6	56.5	62.8
September, 1934	70.0	71.2	69.5	71.5	71.5	72.9	54.2	54.0	58.0	61.1	61.3	66.6	63.2	63.4	70.4
September, 1935	70.7	75.0	73.2	68.7	73.0	73.0	52.6	55.4	59.6	65.2	69.5	75.5	59.5	63.4	70.4
September, 1936	77.8	79.8	77.2	73.5	76.6	75.1	55.1	56.2	60.4	77.5	79.6	79.6	66.9	68.7	70.8
September, 1937	84.1	86.0	83.0	82.8	85.5	83.0	55.2	56.1	60.3	84.8	86.7	86.7	70.6	72.2	74.4
September, 1938	81.1	82.4	79.7	80.4	82.8	80.3	51.8	52.4	56.3	78.6	79.7	78.1	68.7	69.7	71.9
September, 1939	91.1	89.4	86.0	91.8	89.2	72.5	49.8	48.1	51.7	91.1	87.9	86.2	78.6	75.3	78.2
September, 1940	88.6	93.8	90.4	84.3	89.8	78.1	56.4	59.5	64.0	86.2	91.9	90.1	80.8	86.1	88.8
1939															
October	92.1	94.8	86.9	77.4	80.4	73.1	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
November	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
December	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
1940															
January	70.8	70.9	86.9	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.6	87.7	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.1	88.4	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.8	75.6
April	86.4	86.9	86.3	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.7	89.3	88.5	88.7	75.8	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June	95.5	94.6	91.9(f)	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5	83.2	81.5	72.8
July	80.7	80.6	89.4	76.1	76.9	80.1(f)	49.2	49.0	59.0	75.0	75.2	91.7(f)	68.5	68.7	81.8(f)
August	88.6	82.2	93.7	73.8	67.6	92.6	62.1	58.3	64.7(f)	77.1	70.7	96.8	68.4	62.7	89.6
September	88.6	93.8	90.4	84.3	89.8	78.1	56.4	59.5	64.0	86.2	91.9	90.1	80.8	86.1	88.8

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	107.5	114.5	110.1	101.2	105.4	107.6	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930	99.9	102.6	98.7	93.4	95.3	97.2	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931	82.4	84.6	81.3	87.4	88.6	90.4	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932	68.6	69.9	67.2	78.0	78.8	80.4	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933	71.3	71.8	69.0	74.3	73.3	74.8	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934	72.2	75.7	72.8	75.5	76.3	77.9	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935	71.6	76.3	73.4	75.7	78.8	80.4	80.7	85.9	71.6	71.1	75.5	75.5
September, 1936	78.8	80.9	77.8	83.9	85.0	83.3	91.6	93.9	78.3	76.8	79.1	79.1
September, 1937	80.9	82.8	79.6	91.9	93.1	91.3	102.5	105.1	87.6	85.9	87.8	87.8
September, 1938	78.4	79.9	76.8	89.7	90.6	88.8	85.2	87.4	74.1	84.8	85.7	85.7
September, 1939	89.4	90.1	86.6	90.3	89.2	87.5	92.2	92.4	78.3	98.1	93.2	93.2
September, 1940	86.7	92.4	88.9	97.1	95.9	94.0	95.9	102.2	86.6	90.4	96.3	96.3
1939												
October	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	90.9	86.9	90.2	90.2
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
December	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	89.0	95.7	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.6	95.5	74.3	74.5	89.7	104.5	101.2	100.2
April	80.3	79.6	81.2	89.9	90.8	92.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7	93.0	91.8	95.6	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4	91.1	92.1	95.9	98.3	98.6	100.6	110.8	107.3	107.3(f)
July	67.1	66.5	87.5(f)	93.5	92.0	95.8(f)	80.4	79.7	103.6	92.1	93.0	94.9
August	76.2	71.4	89.3	100.1	98.2	100.2	100.0	93.7	94.6(f)	103.2	93.5	101.6
September	86.7	92.4	88.9	97.1	95.9	94.0	95.9	102.2	86.6	90.4	96.3	96.3

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	139.8	149.2	132.0	160.6	171.2	134.8	116.3	119.5	113.8	108.3	115.2	118.8
September, 1930	108.1	110.8	98.0	114.2	116.9	92.0	99.7	101.1	96.3	92.8	96.0	99.0
September, 1931	91.8	94.1	83.3	88.3	90.4	69.5	83.0	84.2	80.2	87.6	90.5	93.3
September, 1932	69.3	71.0	62.3	64.0	65.5	48.9	63.2	63.9	60.9	75.0	76.9	79.3
September, 1933	68.4	70.1	60.4	53.4	54.6	40.1	56.8	56.8	54.1	79.2	76.7	79.0
September, 1934	76.4	81.6	69.1	62.6	66.7	48.7	57.9	58.9	56.1	79.9	79.7	82.2
September, 1935	80.5	86.0	72.2	63.3	67.5	49.3	62.2	63.9	60.9	77.9	83.0	85.5
September, 1936	89.3	91.1	76.0	73.4	75.1	63.1	66.0	66.9	63.7	85.5	88.4	91.1
September, 1937	102.8	104.9	87.4	80.1	82.0	68.9	67.8	68.7	65.4	89.8	92.5	95.4
September, 1938	97.9	100.0	83.3	73.5	75.2	63.2	63.6	64.3	61.2	88.8	91.2	94.0
September, 1939	110.2	112.8	94.0	76.4	78.2	65.7	65.4	65.5	62.3	96.9	93.8	96.7
September, 1940	103.7	110.5	92.1	82.1	87.6	73.6	70.8	72.7	69.3	102.7	109.4	112.8
1939												
October	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	100.6
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	74.3	73.1	78.6	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	112.7	115.3	96.9	94.3	96.4	106.0	62.7	63.7	63.1(f)	109.4	106.4	103.3
July	98.4	96.8	88.0(f)	68.0	66.9	85.7(f)	66.4	65.2	63.3	103.5	104.1	104.1(f)
August	102.3	96.9	94.1	68.7	65.1	84.6	71.4	69.2	65.3	110.7	101.4	110.2
September	103.7	110.5	92.1	82.1	87.6	73.6	70.8	72.7	69.3	102.7	109.4	112.8

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
September, 1936 ..	98.2	90.7	91.8	92.5	124.1	109.9
September, 1937 ..	107.5	100.0	108.7	108.1	106.7	109.0
September, 1938 ..	99.6	90.4	97.0	98.1	114.5	94.1
September, 1939 ..	115.5	104.4	114.2	110.5	144.9	110.8
September, 1940 ..	109.3	140.9	98.7	108.9	115.1	105.6
1940						
April	101.6	119.6	103.5	101.5	95.4	89.9
May	107.9	133.1	119.5	101.0	100.8	99.9
June	118.6	142.8	128.1	115.1	105.4	108.2
July	95.0(f)	136.0	91.7	92.7	87.1	93.2
August	97.8	138.6	92.8	94.7	86.8	109.6
September	109.3	140.9	98.7	108.9	115.1	105.6
% Change, September, 1940 / September, 1939	- 5.4	+35.0	-13.6	- 1.4	-20.6	- 4.7
% Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+13.8	+36.7	+10.0	+15.2	+ 5.9	+ 8.2
Women's Clothing Stores						
September, 1936 ..	93.9	84.1	91.1	91.5	100.4	102.2
September, 1937 ..	99.2	101.3	95.4	99.5	95.3	106.4
September, 1938 ..	96.5	99.1	90.3	97.7	93.4	100.8
September, 1939 ..	110.4	108.3	102.7	111.0	118.9	117.1
September, 1940 ..	113.5	139.7	101.5	118.1	107.0	122.7
1940						
April	129.7	141.9	128.8	132.5	115.0	135.0
May	118.4	176.3	123.2	108.5	118.9	130.2
June	116.8	151.4	121.2	111.0	108.7	131.9
July	96.3(f)	127.2	91.1	94.5	93.7	110.8
August	96.1	137.1	84.4	95.3	92.2	122.1
September	113.5	139.7	101.5	118.1	107.0	122.7
Change, September, 1940 / September, 1939	+ 2.8	+29.0	- 1.2	+ 6.4	-10.0	+ 4.8
Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+14.0	+29.2	+10.0	+15.9	+ 8.4	+17.4
Grocery and Meat Stores						
September, 1936 ..	96.8	(a)	89.2	96.3	115.3	97.7
September, 1937 ..	108.3	(a)	100.6	107.5	125.7	113.4
September, 1938 ..	106.9	(a)	103.5	106.3	120.1	101.0
September, 1939 ..	123.7	(a)	117.6	122.0	143.1	124.2
September, 1940 ..	114.0	(a)	107.8	112.7	(g)	(g)
1940						
April	123.1	(a)	127.0	123.7	112.4	123.1
May	131.1	(a)	131.0	129.8	134.0	133.2
June	139.8(f)	(a)	139.2	134.9	151.7	149.3
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.1	(a)	115.8	128.9	157.1	146.7
September	114.0	(a)	107.8	112.7	(g)	(g)
Change, September, 1940 / September, 1939	- 7.8	(a)	- 8.3	- 7.6	(g)	(g)
Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+ 9.2	(a)	+ 5.9	+ 8.4	(g)	(g)

(a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
(f) Final figures.
(c) Includes men's furnishings.
(g) Not available.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
eptember, 1936 ..	104.7	93.8	103.9	99.1	116.0	103.8
eptember, 1937 ..	107.7	101.4	118.5	105.9	103.9	111.0
eptember, 1938 ..	104.4	92.1	113.2	107.5	97.8	104.0
eptember, 1939 ..	119.3	101.6	125.1	119.1	120.6	120.1
eptember, 1940 ..	115.6	115.4	122.5	117.2	108.5	119.2
940						
April	107.1	103.8	119.7	109.0	99.6	105.6
May	113.9	126.8	129.4	115.0	103.5	109.1
June	110.6	119.1	124.0	111.9	99.8	111.2
July	89.5(f)	105.1	88.1	86.2	84.6	104.0
August	101.6	110.8	102.5	101.1	89.7	124.8
September	115.6	115.4	122.5	117.2	108.5	119.2
% Change, September, 1940 / September, 1939	- 3.0	+13.6	- 2.1	- 1.6	-10.0	- 0.7
% Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+11.8	+20.1	+10.9	+12.4	+ 9.6	+11.0
			Variety Stores			
ptember, 1936 ..	95.0	97.5	96.2	91.8	103.5	93.3
ptember, 1937 ..	99.8	107.1	104.5	96.8	99.2	102.1
ptember, 1938 ..	98.7	100.7	104.2	94.5	103.9	106.1
ptember, 1939 ..	107.7	110.2	118.7	100.9	106.5	111.3
ptember, 1940 ..	114.2	133.5	122.0	106.6	108.0	120.4
140						
April	95.9	97.3	104.8	92.1	86.9	101.7
May	114.5	120.2	134.4	106.2	104.1	109.6
June	121.6	131.6	141.8	113.9	106.7	114.1
July	115.0(f)	132.1	123.4	107.7	109.9	119.1
August	123.0	143.3	131.6	116.3	109.5	132.0
September	114.2	133.5	122.0	106.6	108.0	120.4
% Change, September, 1940 / September, 1939	+ 6.0	+21.1	+ 2.8	+ 5.6	+ 1.4	+ 8.2
% Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+14.7	+25.3	+13.2	+13.7	+11.6	+11.3
			Drug Stores			
ptember, 1936 ..	100.6	98.5	97.6	97.6	110.8	104.3
ptember, 1937 ..	110.2	108.2	108.9	108.4	114.3	117.0
ptember, 1938 ..	107.6	101.0	104.6	105.4	116.5	114.0
ptember, 1939 ..	108.3	107.7	104.9	105.9	116.7	112.6
ptember, 1940 ..	116.4	120.1	111.1	115.9	119.4	122.1
140						
April	107.8	110.8	112.6	106.0	106.2	108.3
May	111.5	115.4	111.2	110.5	114.2	108.5
June	109.2	111.5	109.0	110.7	104.6	108.8
July	112.1(f)	119.9	108.4	114.1	106.2	115.6
August	120.0	134.7	114.9	119.8	118.4	123.9
September	116.4	120.1	111.1	115.9	119.4	122.1
% Change, September, 1940 / September, 1939	+ 7.5	+11.5	+ 5.9	+ 9.4	+ 2.3	+ 8.4
% Change, Jan.-Sept., 1940 / Jan.-Sept., 1939	+ 6.7	+12.4	+ 4.4	+ 7.2	+ 5.3	+ 6.9

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1939, AND SEPTEMBER, 1940

(Based on sales of 20 firms)

	September 1939	September 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	21,362,717	21,106,692	- 1.2
. Women's dresses, coats and suits	2,001,155	2,077,267	+ 3.8
. Girls' and infants' wear	825,055	829,075	+ 0.5
. Hosiery and gloves	1,027,008	886,338	- 13.7
. Lingerie and corsets	833,344	808,942	- 2.9
. Millinery	409,918	423,474	+ 3.3
. Women's and children's apparel--(Total, 1-5)	5,096,480	5,025,096	- 1.4
. Men's and boys' clothing and furnishings	2,633,561	2,403,214	- 8.7
. Drugs and toilet articles and preparations	531,132	533,536	+ 0.5
. Piece goods	1,803,310	1,628,296	- 9.7
1. Smallwares	664,638	683,711	+ 2.9
1. Food and kindred products	2,050,027	1,637,565	- 20.1
1. Furniture (including mattresses, springs)	1,105,018	1,339,524	+ 21.2
1. Home furnishings	1,410,897	1,634,459	+ 15.8
1. Household appliances and electrical supplies	648,929	736,004	+ 13.4
1. Hardware and kitchen utensils	604,636	735,967	+ 21.7
1. Radios, musical instruments and supplies	392,125	345,591	- 11.9
1. Shoes and other footwear	1,763,445	1,661,721	- 5.8
1. Stationery, books and magazines	363,665	404,165	+ 11.1
1. All other departments, total	2,294,854	2,337,843	+ 1.9

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1940

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MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1940

Further marked gains in Canadian retail trade were recorded in October, when composite figures for twelve lines of business were 12 per cent above October, 1939 and 16 per cent over September, 1940. Unadjusted indexes on the base 1930 equals 100 were as follows: 102.7 for October, 1940, 92.1 for October, 1939 and 88.9 for September, 1940.

Part of the increase over October, 1939 must be attributed to the extra day in October this year compared with last. After adjustment for the difference in the number of business days, and also for normal seasonal variations, the general index stood at 93.7, 8 per cent above the 86.9 recorded in October, 1939 and 3 per cent higher than the 91.0 shown for September of this year. Adjusted indexes for ten of the twelve individual lines of business included in this survey showed improvement in October, 1940 over September.

All lines of business for which statistics are available shared in the increase over October, 1939 but featured in the results are gains of 18 per cent in variety store sales, 24 per cent in candy store sales, 16 per cent in sales of both grocery and meat and drug stores, and 13 per cent in sales of women's clothing stores. Sales of hardware stores and music and radio stores were both up 10 per cent, while increases of 9 per cent were shown for sales of boot and shoe stores, men's clothing stores and restaurants. Department store sales were up 7 per cent and furniture store sales, 3 per cent over October a year ago.

Regional comparisons reveal that gains were generally widespread, with the Maritime Provinces continuing to report more substantial increases than those for other sections. Changes in the customary seasonal distribution of purchasing power in the Prairie Provinces resulting from the present regulations covering the marketing of grain are reflected to some degree in retail trade statistics for that region of the country. Department store sales in the Prairie Provinces were 8 per cent lower in October of this year than last; men's clothing store sales were down by 10 per cent while increases for other lines of business were generally smaller than those recorded elsewhere.

Corresponding-month comparisons on a regional basis are now available for boot and shoe stores and for jewellery stores, and a summary appears on page 2 of this bulletin. Jewellery store sales were higher in all parts of the country, averaging 12 per cent greater in October, 1940 than in the same month a year ago. Sales of boot and shoe stores were down 3 per cent in the Prairie Provinces, but recorded substantial gains in all other regions.

Comparative figures for department stores on a departmental basis show that increases for departments dealing in durable goods were generally higher than those specializing in soft merchandise. Sales of the furniture department were 20 per cent above October a year ago; household appliances and electrical supplies were up 18 per cent and home furnishings, 17 per cent. Sales in the radio and musical instrument department did not follow the same general trend but declined by 8 per cent below October, 1939.

Women's and children's apparel gained 7 per cent, increases for subgroups within this department as a whole ranging from 4 per cent to 13 per cent. Sales of the men's clothing and furnishings department were down by 4 per cent.

It should be noted that a comparison of the trends in sales for specialty stores and for the corresponding departments of department stores is not altogether valid due to the diversity in content of the merchandise carried in the two types. It must also be remembered that the indexes of sales do not necessarily indicate the trend in business for individual commodities. For example, some of the stores in the radio and music classification sell items such as furniture or electrical appliances in addition to radios, pianos or other musical instruments.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	October, 1940 + or - per cent compared with			Cumulative Indexes
	October 1930	October 1939	September 1940	Jan.-Oct., 1940 / Jan.-Oct., 1939
eneral Index	- 4.4	+ 11.5	+ 15.5	+ 10.9
oots and Shoes	- 13.4	+ 9.4	- 0.5	+ 8.5
andy	- 26.0	+ 24.4	+ 13.8	+ 16.7
en's Clothing	- 3.0	+ 8.8	+ 33.9	+ 13.0
omen's Clothing	+ 6.6	+ 13.3	+ 30.0	+ 14.0
epartmental	- 8.1	+ 6.7	+ 23.7	+ 11.1
rugs	+ 9.5	+ 16.1	+ 10.5	+ 7.7
urniture	+ 1.0	+ 2.9	+ 8.4	+ 15.8
roceries and Meats	+ 2.5	+ 16.1	+ 11.7	+ 9.9
ardware	- 6.2	+ 9.9	+ 7.0	+ 7.2
usic and Radio	- 35.5	+ 9.9	+ 6.0	+ 23.1
estaurant	- 28.0	+ 9.2	+ 1.6	+ 8.2
ariety	+ 13.0	+ 17.8	+ 16.1	+ 15.1

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores, October, 1939 and October, 1940

Region	Sales in October, 1940, compared with sales in October, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 9.4	+ 11.9
ritime Provinces	+ 20.1	+ 21.7
ebec	+ 8.3	+ 10.3
tario	+ 9.8	+ 11.6
airie Provinces	- 3.0	+ 9.3
itish Columbia	+ 14.9	+ 17.0

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	127.0	122.8	113.6	121.4	118.6	122.3	109.8	108.7	114.4	186.5	181.3	146.2	106.7	103.7	108.0
October, 1930	107.4	103.0	95.7	97.8	94.8	97.7	86.8	85.3	89.8	118.5	113.9	91.9	99.2	95.3	99.3
October, 1931	91.9	85.2	79.6	90.0	82.2	84.8	86.2	80.7	85.0	87.8	80.5	64.9	87.5	80.2	83.5
October, 1932	75.6	72.9	68.2	74.2	69.8	72.0	61.5	59.7	62.8	75.6	72.4	58.4	64.2	61.5	64.1
October, 1933	72.0	72.2	67.6	67.5	67.7	67.5	57.2	58.6	61.7	73.2	74.0	59.7	60.1	60.7	63.2
October, 1934	77.5	75.4	70.5	68.1	66.6	68.6	56.4	56.0	58.9	90.2	88.4	71.3	66.1	64.7	67.4
October, 1935	81.0	78.3	73.2	70.7	69.1	71.2	57.4	56.8	59.8	93.9	91.3	73.6	69.9	67.9	70.7
October, 1936	90.3	83.7	77.1	83.0	75.9	78.2	60.6	56.8	59.8	110.1	100.9	80.7	94.6	86.7	70.5
October, 1937	93.4	89.2	82.4	87.8	82.7	85.2	59.3	57.1	60.1	113.1	106.7	85.4	98.2	92.6	75.3
October, 1938	87.0	86.1	79.3	76.6	74.3	76.6	52.9	51.3	54.0	94.8	92.9	74.3	87.4	85.6	69.6
October, 1939	92.1	94.8	86.9	77.4	80.4	73.1	51.6	52.9	55.7	105.7	109.4	87.5	93.3	96.5	78.5
October, 1940	102.7	101.9	93.7	84.7	85.6	81.5	64.2	65.3	68.8	115.0	114.8	91.9	105.7	105.5	85.8
1939															
November	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
December	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
1940															
January	70.8	70.8	86.8	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.4	87.5	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.0	88.3	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.8	75.6
April	86.4	87.0	86.3	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.6	89.3	88.5	88.7	75.8	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June	95.5	94.6	91.9(f)	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5	83.2	81.5	72.8
July	80.7	80.6	89.4	76.1	76.9	80.1	49.2	49.0	59.0	75.0	75.2	91.7	68.5	68.7	81.8
August	88.6	82.1	93.6	73.5	67.3	92.2(f)	62.1	58.3	64.7	77.0	70.6	96.7(f)	68.6	62.9	89.8(f)
September	88.9	94.4	91.0	85.1	90.6	78.8	56.4	59.5	64.0(f)	85.9	91.5	89.7	81.3	86.6	89.3
October	102.7	101.9	93.7	84.7	85.6	81.5	64.2	65.3	68.8	115.0	114.8	91.9	105.7	105.5	85.8

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	128.6	122.7	106.7	106.5	104.5	105.6	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	96.8	98.3	96.0	97.0	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.9	91.0	87.0	87.9	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.9	81.4	80.1	80.9	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.0	73.3	73.8	74.5	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934	83.9	80.4	69.9	77.5	76.5	77.3	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	87.6	83.6	72.7	80.4	78.8	79.6	89.2	85.4	76.2	77.5	75.6	75.6
October, 1936	94.7	88.7	77.2	89.9	85.9	84.2	104.2	97.4	87.0	86.0	77.9	77.9
October, 1937	94.0	91.4	79.5	94.9	92.5	90.7	103.8	100.4	89.7	93.2	86.9	86.9
October, 1938	87.9	88.9	77.3	94.2	92.7	90.9	93.8	94.0	79.6	86.3	83.6	83.6
October, 1939	100.8	103.6	90.0	92.7	93.4	91.6	104.4	107.2	90.9	86.9	90.2	90.2
October, 1940	107.6	106.3	92.4	107.6	105.6	103.5	107.4	106.5	90.2	100.9	100.7	100.7
1939												
November	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
December	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	87.3	93.9	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	90.9	92.8	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.3	95.2	74.3	74.5	89.7	104.5	101.2	100.2
April	80.3	79.6	81.2	89.9	91.8	93.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7	92.9	90.9	94.7	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4	91.0	92.0	95.8	98.3	98.6	100.6	110.8	107.3	107.3(f)
July	67.1	66.5	87.5	93.5	92.3	96.1	80.4	79.7	103.6	92.1	93.0	94.9
August	76.1	71.3	89.1(f)	100.0	95.6	97.6(f)	100.1	93.7	94.7(f)	103.3	93.6	101.7
September	87.0	92.7	89.2	97.4	101.5	99.5	99.1	105.6	89.5	90.3	96.1	96.1
October	107.6	106.3	92.4	107.6	105.6	103.5	107.4	106.5	90.2	100.9	100.7	100.7

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	206.6	195.8	136.0	118.1	115.9	115.9	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	139.8	132.5	92.0	98.5	96.3	96.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	103.0	97.6	69.7	78.5	76.0	76.0	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	62.2	61.2	45.3	59.4	58.5	58.5	87.3	82.4	78.5
October, 1933	70.7	69.7	60.6	52.0	51.2	38.5	55.6	55.3	55.3	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	67.4	63.9	48.4	58.9	57.8	57.8	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	77.5	73.4	55.6	63.7	62.5	62.5	90.4	88.1	84.8
October, 1936	94.6	89.4	77.8	87.4	82.8	65.7	65.2	63.2	63.2	100.7	92.2	88.7
October, 1937	96.7	95.0	82.6	85.2	83.8	66.5	67.2	65.9	65.9	102.5	96.6	92.9
October, 1938	100.8	103.0	89.5	79.1	80.9	64.2	62.3	61.3	61.3	98.8	96.0	92.3
October, 1939	102.2	104.5	90.9	82.1	84.0	66.7	64.9	64.6	64.6	101.1	104.6	100.6
October, 1940	112.3	110.5	96.1	90.2	88.7	70.4	70.9	69.6	69.6	119.1	119.4	114.8
1939												
November	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
December	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.5	63.9	78.9	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	74.3	73.1	78.6	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	113.4	116.0	97.5	94.3	96.4	106.0	62.7	63.7	63.1(f)	109.4	106.4	103.3
July	98.4	96.8	88.0	68.0	66.9	85.7	66.4	65.2	63.3	103.5	104.1	104.1
August	102.5	97.1	94.3(f)	69.0	65.3	84.9(f)	71.4	69.2	65.3	110.9	101.5	110.4
September	105.0	112.0	93.3	85.1	90.7	76.2	69.8	71.7	68.3	102.6	109.2	112.6
October	112.3	110.5	96.1	90.2	88.7	70.4	70.9	69.6	69.6	119.1	119.4	114.8(f)

(d) Revised to census trend.
(f) Final figure.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
October, 1936 ...	139.5	116.1	128.6	137.1	175.5	136.0
October, 1937 ...	143.3	123.8	135.9	150.4	143.3	131.3
October, 1938 ...	120.2	103.0	104.7	113.9	173.0	114.9
October, 1939 ...	134.0	122.2	114.4	131.6	192.3	126.0
October, 1940 ...	145.7	174.9	133.3	143.1	174.0	127.6
1940						
May	107.9	133.1	119.5	101.0	100.8	99.9
June	118.6	142.8	128.1	115.1	105.4	108.2
July	95.0	136.0	91.7	92.7	87.1	93.2
August	97.6(f)	138.3	92.0	94.9	86.8	109.7
September	108.9	138.8	99.9	107.7	115.3	105.3
October	145.7	174.9	133.3	143.1	174.0	127.6
% Change, October, 1940 / October, 1939	+ 8.8	+43.1	+16.5	+ 8.7	- 9.5	+ 1.3
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+13.0	+37.3	+10.9	+14.1	+ 2.8	+ 7.2
Women's Clothing Stores						
October, 1936 ...	132.9	127.4	130.1	134.8	144.7	117.4
October, 1937 ...	137.9	137.4	134.7	144.6	133.5	120.9
October, 1938 ...	122.7	122.5	114.8	118.6	145.0	118.2
October, 1939 ...	131.0	136.9	119.2	131.3	151.5	129.3
October, 1940 ...	148.4	187.6	143.6	146.7	155.9	141.8
1940						
May	118.4	176.3	123.2	108.5	118.9	130.2
June	116.8	151.4	121.2	111.0	108.7	131.9
July	96.3	127.2	91.1	94.5	93.7	110.8
August	96.4(f)	137.1	84.2	95.7	93.1	121.9
September	114.1	141.3	101.5	119.4	107.1	122.4
October	148.4	187.6	143.6	146.7	155.9	141.8
% Change, October, 1940 / October, 1939	+13.3	+37.0	+20.5	+11.7	+ 2.9	+ 9.7
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+14.0	+30.4	+11.3	+15.5	+ 7.6	+16.4
Grocery and Meat Stores						
October, 1936 ...	108.4	(a)	105.4	109.7	113.6	104.5
October, 1937 ...	117.5	(a)	113.5	117.5	124.8	120.6
October, 1938 ...	108.8	(a)	110.9	109.5	107.2	99.8
October, 1939 ...	109.5	(a)	109.6	108.0	115.4	107.5
October, 1940 ...	127.2	(a)	121.3	128.4	136.3	127.9
1940						
May	131.1	(a)	131.0	129.8	134.0	133.2
June	139.8(f)	(a)	139.2	134.9	151.7	149.3
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.2	(a)	115.9	128.9	158.0	146.7
September	113.8	(a)	107.9	112.6	130.3	115.5
October	127.2	(a)	121.3	128.4	136.3	127.9
% Change, October, 1940 / October, 1939	+16.1	(a)	+10.7	+18.9	+18.1	+19.0
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+ 9.9	(a)	+ 6.4	+ 9.4	+15.4	+18.1

a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
c) Includes men's furnishings.
f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
October, 1936 ...	126.1	116.5	118.0	118.0	146.8	121.0
October, 1937 ...	125.2	123.0	124.1	123.7	130.5	121.2
October, 1938 ...	117.1	102.8	116.5	109.1	131.9	117.0
October, 1939 ...	134.4	125.2	128.1	122.3	161.9	122.6
October, 1940 ...	143.5	154.5	143.3	138.2	149.6	140.5
1940						
May	113.9	126.8	129.4	115.0	103.5	109.1
June	110.6	119.1	124.0	111.9	99.8	111.2
July	89.5	105.1	88.1	86.2	84.6	104.0
August	101.5(f)	111.0	102.5	101.0	89.7	124.0
September	116.0	115.8	123.1	118.9	107.4	119.0
October	143.5	154.5	143.3	138.2	149.6	140.5
% Change, October, 1940 / October, 1939	+ 6.7	+23.4	+11.9	+13.0	- 7.6	+14.6
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+11.1	+20.6	+11.0	+12.7	+ 6.5	+11.4
Variety Stores						
October, 1936 ...	111.9	113.8	109.9	111.5	122.9	102.3
October, 1937 ...	113.9	119.7	115.6	113.7	115.1	105.6
October, 1938 ...	109.8	111.6	118.9	103.6	122.3	107.9
October, 1939 ...	112.3	111.6	118.5	106.9	121.4	111.7
October, 1940 ...	132.3	153.0	139.6	124.5	137.9	122.7
1940						
May	114.5	120.2	134.4	106.2	104.1	109.6
June	121.6	131.6	141.8	113.9	106.7	114.1
July	115.0	132.1	123.4	107.7	109.9	119.1
August	123.2	144.5	131.6	116.4	109.6	132.0
September	114.0	133.0	122.0	106.5	107.4	120.4
October	132.3(f)	153.0	139.6	124.5	137.9	122.7
% Change, October, 1940 / October, 1939	+17.8	+37.1	+17.8	+16.5	+13.6	+ 9.8
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+15.1	+26.8	+13.8	+14.1	+11.8	+11.1
Drug Stores						
October, 1936 ...	107.8	104.4	105.9	104.2	118.6	112.7
October, 1937 ...	113.8	116.0	111.9	110.8	118.4	123.6
October, 1938 ...	113.0	108.1	111.9	108.2	126.0	119.1
October, 1939 ...	111.1	108.5	113.0	105.1	123.7	116.4
October, 1940 ...	129.0	137.1	126.3	123.2	141.1	135.4
1940						
May	111.4	115.4	111.2	110.5	114.0	108.5
June	109.1	111.5	109.0	110.7	104.4	108.8
July	112.1	119.5	108.4	114.1	106.0	115.6
August	119.9(f)	135.4	114.8	119.5	118.5	123.9
September.....	116.8	122.8	112.3	115.8	120.0	121.2
October	129.0	137.1	126.3	123.2	141.1	135.4
% Change, October, 1940 / October, 1939	+16.1	+26.4	+11.8	+17.2	+14.1	+16.3
% Change, Jan.-Oct., 1940 / Jan.-Oct., 1939	+ 7.7	+14.1	+ 5.3	+ 8.1	+ 6.3	+ 7.9

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1939 AND OCTOBER, 1940

(Based on sales of 21 firms)

	October 1939	October 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	24,622,978	26,102,684	+ 6.0
1. Women's dresses, coats and suits	2,790,988	3,012,326	+ 7.9
2. Girls' and infants' wear	1,085,751	1,227,994	+ 13.1
3. Hosiery and gloves	1,202,580	1,245,321	+ 3.6
4. Lingerie and corsets	1,083,073	1,130,836	+ 4.4
5. Millinery	371,917	399,801	+ 7.5
6. Women's and children's apparel--(Total, 1-5) .	6,534,309	7,016,278	+ 7.4
7. Men's and boys' clothing and furnishings	3,690,461	3,546,602	- 3.9
8. Drugs and toilet articles and preparations ...	536,734	584,375	+ 8.9
9. Piece goods	1,950,106	1,993,546	+ 2.2
10. Smallwares	820,065	874,554	+ 6.6
11. Food and kindred products	1,820,105	1,957,023	+ 7.5
12. Furniture (including mattresses, springs)	1,195,926	1,435,652	+ 20.0
13. Home furnishings	1,594,635	1,857,233	+ 16.5
14. Household appliances and electrical supplies .	709,693	838,812	+ 18.2
15. Hardware and kitchen utensils	686,437	789,995	+ 15.1
16. Radios, musical instruments and supplies	431,281	396,038	- 8.2
17. Shoes and other footwear	1,945,871	1,911,763	- 1.8
18. Stationery, books and magazines	272,033	312,801	+ 15.0
19. All other departments, total	2,435,322	2,588,012	+ 6.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 12

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IN

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MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1940

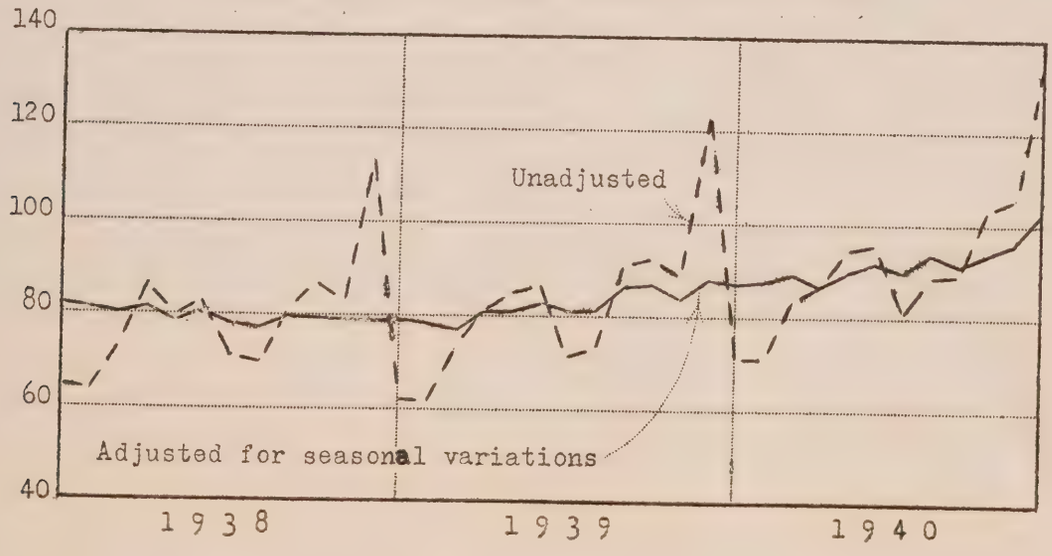
General Summary

Heavy consumer demand for electrical appliances and equipment in anticipation of higher prices arising from import restrictions and new taxation schedules constitutes the outstanding feature of the retail trade of Canada during the last month of the year. Sales of specialty stores dealing in radios, musical instruments and electrical appliances and equipment were approximately 50 per cent higher in December, 1940 than in December of 1939 while the increase for the household appliance and electrical supplies department of department stores was only slightly less at 46 per cent. Moderate increases ranging from 3 per cent for shoe stores to 13 per cent for candy stores were recorded for other trades while composite figures for the twelve lines of business included in the monthly survey averaged 11 per cent above the level of December, 1939 and 28 per cent above November, 1940. The general index of retail sales on the base, 1930 equals 100, stands at 135.0 for December, 1940, 105.8 for November, 1940 and 122.1 for December, 1939.

Retail sales are normally considerably higher in December than in any other month of the year on account of the Christmas trade. On allowing for differences in the number of business days in different months and also for normal seasonal movements, the adjusted general index for December, 1940 stands at 102.4, compared with 95.9 for November, 93.7 for October, 90.8 for September and 87.9 for December, 1939.

The gain in sales in December, 1940 over 1939 was about on a par with the average spread recorded between the two years during earlier months, cumulative figures for the twelve-month period of 1940 averaging 12 per cent above the preceding year. This increase in dollar volume must be attributed in part to an increase in the quantity of goods sold and, in part, to a rise in price levels but it is impossible to say to what extent each of these two factors affects the results for the retail trade as a whole. The Bureau's retail food prices index averaged 5 per cent in 1940 than in 1939 while dollar sales of grocery and meat store sales were up by 10 per cent indicating that higher prices and increased quantities of food products sold were about equally important in producing the higher dollar volume. An increase of 8 per cent in retail clothing prices compares with gains of 14 per cent and 15 per cent in dollar sales of men's and women's clothing stores respectively, indicating a somewhat similar relationship in the relative importance of the two factors.

General Index of Retail Sales, 1938 - 1940



All sections of the country reported increased business in 1940 over 1939 but gains were more pronounced in the extreme east and west than elsewhere. Composite figures for six lines of business for which data on a regional basis are now available serve to give some idea of the general trends and show that sales in the Maritime Provinces were up about 17 per cent in 1940 over 1939 while British Columbia trade was up by 14 per cent. Sales in Ontario were up 12 per cent; the Prairie Provinces, 10 per cent and Quebec, 9 per cent.

Results for Individual Trades

Shoe store sales gained 3 per cent in December, 1940 over December, 1939 and were up 15 per cent compared with November. The small increase over December, 1939 and the less than seasonal increase from November is a result of the marked activity in this trade during November arising from the cold weather prevailing during the latter part of the month and the consequent transaction of a considerably portion of the normal December business during the earlier period. Annual sales for 1940 averaged 11 per cent above 1939.

Candy store sales increased 18 per cent above December, 1939 and gained by more than the usual seasonal amount from November, the seasonally adjusted index advancing from 70.7 for November to 75.2 for December. The annual totals were up by 18 per cent from 1939.

Men's clothing store sales were up 12 per cent from December, 1939 and increased 25 per cent over November, the seasonally adjusted index rising from 94.9 for November to 99.7 for December. Sales for the year were up 14 per cent from 1939. Results on a regional basis show the Maritime Provinces leading both in the December and annual comparisons. Percentage increases in December, 1940 over 1939 for the various economic divisions with the annual results in brackets are as follows: Maritime Provinces, 19 per cent (33 per cent); Quebec, 14 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (5 per cent) and British Columbia, 8 per cent (8 per cent).

Women's clothing store sales gained 14 per cent over December, 1939 and were up by 31 per cent over November, the seasonally adjusted index rising from 94.9 for November to 99.7 for December while the annual totals were 15 per cent above the level of 1939. Regional increases for the month and for the year are as follows: Maritime Provinces, 17 per cent (29 per cent); Quebec, 21 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (10 per cent) and British Columbia, 13 per cent (17 per cent).

Department store sales increased 11 per cent over December, 1939 and gained 39 per cent from November, the seasonally adjusted index continuing the upward trend evident in earlier months and rising from 98.1 for November to 101.0 for December. The annual totals were up by 12 per cent. Department store sales registered larger increases in the Maritime Provinces than in other sections both for the month of December and also for the entire year. Increases for each of the five divisions of the country for the month and for the year are as follows: Maritime Provinces, 20 per cent (20 per cent); Quebec, 9 per cent (11 per cent); Ontario, 12 per cent (13 per cent); Prairie Provinces, 8 per cent (9 per cent) and British Columbia, 14 per cent (13 per cent).

Drug store sales averaged 15 per cent higher in December, 1940 than in December, 1939 and were up 39 per cent from November, the seasonally adjusted index rising from 99.8 in November to 114.2 in December. Sales for the year were up by 9 per cent. Regional figures show the Maritime Provinces leading, both for the month under review and also in the annual totals. Increases for the month and for the year follow: Maritime Provinces, 24 per cent (15 per cent); Quebec, 22 per cent (7 per cent); Ontario, 12 per cent (9 per cent); Prairie Provinces, 12 per cent (7 per cent); British Columbia, 13 per cent (9 per cent).

Furniture store sales gained 16 per cent over December and were 32 per cent higher than in November, the seasonally adjusted index rising from 89.7 for November to 113.9 for December. Sales for the year were up by 16 per cent.

Grocery and meat store sales increased 5 per cent over December, 1939 and were 8 per cent above the level of November. The comparatively small increase over December of 1939 must be attributed to the fact that there was one more Saturday in December, 1939 than in December, 1940. On making allowance for differences in the number of business days having regard to differences in the sales importance of different days of the week and on making allowance for the usual seasonal movements, the seasonally adjusted index of grocery and meat store sales moved upward from 99.2 in November to 106.9 in December. Results on a regional basis are as follows: Quebec, 2 per cent (7 per cent); Ontario, 7 per cent (10 per cent); Prairie Provinces, 5 per cent (15 per cent) and British Columbia, 6 per cent (17 per cent).

Hardware store sales gained 16 per cent over December, 1939 and were also up 16 per cent from November, the seasonally adjusted index advancing from 101.0 in November to 111.5 in December. Annual sales for 1940 were up 9 per cent from 1939.

Music and radio store sales gained 49 per cent over December, 1939 and were up 52 per cent from November resulting in a pronounced rise in the seasonally adjusted index from 72.1 in November to 102.8 in December. Annual sales were 26 per cent above 1939. The music and radio classification includes stores selling radios with or without musical instruments and in which stocks of electrical appliances are also generally carried. Marked increase in December sales reflects the heavy demand for electrical merchandise before the rise in retail prices resulting from the new excise tax of 25 per cent on the manufacturer's price took place.

Restaurant receipts gained 7 per cent over December, 1939 and were also 7 per cent higher than in November, 1940. The gain over November was about in line with the usual seasonal movement, the seasonally adjusted index advancing from 71.6 in November to 71.9 in December. Annual sales were up 8 per cent over 1939.

Variety stores transacted 11 per cent more business in December, 1940 thin in 1939 and gained 83 per cent over November, the seasonally adjusted index advancing from 116.5 in November to 120.3 in December. Sales for the year were up 15 per cent. Results on a regional basis show the following increases for the month under review and for the year: Maritime Provinces, 23 per cent (27 per cent); Quebec, 8 per cent (13 per cent); Ontario, 12 per cent (14 per cent); Prairie Provinces, 7 per cent (11 per cent) and British Columbia, 4 per cent (10 per cent).

Results for jewellery stores are not incorporated in the general indexes of sales but returns from a sample number of stores in this trade indicate that December business was 13 per cent above December, 1939. The Maritime Provinces reported a gain of 17 per cent, followed by Ontario with a 15 per cent increase. Sales were up 14 per cent in British Columbia, 11 per cent in Quebec and 6 per cent in the Prairie Provinces.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	December, 1940 + or - per cent compared with			Cumulative Indexes
	December 1930	December 1939	November 1940	Jan.-Dec.,1940 / Jan.-Dec.,1939
General Index	+ 7.6	+ 10.6	+ 27.6	+ 11.6
Boots and Shoes	- 15.3	+ 2.6	+ 14.7	+ 10.5
Candy	- 15.4	+ 18.4	+122.8	+ 17.6
Men's Clothing	+ 40.5	+ 12.2	+ 25.1	+ 14.1
Women's Clothing	- 11.5	+ 13.9	+ 30.8	+ 15.0
Departmental	+ 10.8	+ 11.2	+ 39.4	+ 12.2
Drugs	+ 29.0	+ 14.9	+ 39.1	+ 8.7
Furniture	+ 14.2	+ 16.4	+ 32.2	+ 15.5
Groceries and Meats	+ 7.6	+ 5.0	+ 7.6	+ 10.1
Hardware	+ 8.1	+ 16.4	+ 15.7	+ 9.0
Radio and Electrical	- 20.0	+ 49.0	+ 51.5	+ 25.6
Restaurant	- 22.1	+ 6.8	+ 7.3	+ 8.1
Variety	+ 22.5	+ 10.8	+ 82.8	+ 14.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
December, 1939 and December, 1940

Region	Sales in December, 1940 compared with sales in December, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 2.6	+ 12.5
Maritime Provinces	+ 14.4	+ 17.1
Quebec	- 5.2	+ 10.8
Ontario	+ 6.4	+ 14.6
Prairie Provinces	- 12.7	+ 6.0
British Columbia	+ 8.5	+ 14.2

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	138.5	142.8	108.9	155.6	160.7	114.8	201.5	206.7	111.1	127.3	132.8	103.8	172.1	179.6	97.1
December, 1930	125.5	125.8	95.7	130.9	131.9	94.2	162.0	161.0	86.6	112.9	114.1	89.1	154.4	156.0	84.3
December, 1931	110.3	110.2	83.9	123.9	124.9	89.2	154.6	153.0	82.3	94.7	95.7	74.8	140.2	141.7	76.6
December, 1932	89.9	85.2	65.1	102.7	96.7	69.0	131.4	123.0	66.1	84.1	78.8	61.6	131.1	122.8	66.4
December, 1933	88.4	86.6	65.9	96.1	93.1	65.1	112.1	107.9	58.0	77.5	74.8	58.4	129.2	124.7	67.4
December, 1934	95.1	94.2	71.2	121.5	117.0	78.0	115.4	112.0	60.2	99.8	98.1	76.6	128.1	126.0	68.1
December, 1935	98.6	101.7	74.4	117.2	121.0	77.5	116.8	119.7	64.3	106.7	111.3	74.2	130.1	135.8	73.4
December, 1936	108.3	108.3	79.8	110.6	111.5	69.7	114.7	113.5	61.0	132.2	133.6	80.5	108.7	109.8	70.8
December, 1937	115.6	118.5	87.4	129.2	137.3	85.8	113.1	120.6	64.8	137.9	143.9	86.7	111.4	116.2	75.0
December, 1938	112.6	106.9	78.6	104.4	98.3	61.5	109.1	104.8	54.3	130.3	122.0	73.5	111.1	104.0	68.4
December, 1939	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
December, 1940	135.0	139.4	102.4	110.9	114.8	80.8	137.0	145.2	75.2	158.6	165.5	99.7	136.7	142.7	93.9
1940															
January	70.8	70.8	86.8	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.4	87.5	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.0	88.3	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.8	75.6
April	86.5	87.0	86.4	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.6	89.3	88.5	88.7	75.8	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June	95.5	94.6	91.9	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5	83.2	81.5	72.8
July	80.7	80.6	89.4	76.1	76.9	80.1	49.2	49.0	59.0	75.0	75.2	91.7	68.5	68.7	81.8
August	88.6	82.1	93.6(f)	73.5	67.3	92.2	62.1	58.3	64.7	76.9	70.5	96.6	68.6	62.9	89.8
September	88.9	94.4	90.8	85.0	90.5	73.6	56.4	59.5	64.0	84.8	90.4	88.6	81.4	86.7	89.4
October	102.9	102.0	93.7	85.4	86.3	78.4(f)	63.8	63.2	66.5(f)	114.8	114.2	91.3(f)	105.5	105.0	85.4
November	105.8	101.3	95.9	96.7	91.2	98.1	61.5	59.4	70.7	126.8	119.6	94.9	104.5	98.6	88.8
December	135.0	139.4	102.4	110.9	114.8	80.8	137.0	145.2	75.2	158.6	165.5	99.7	136.7	142.7	93.9

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	154.1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930	144.7	144.0	94.7	109.0	107.6	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931	128.2	127.0	83.6	103.9	101.9	89.4	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932	98.8	95.6	62.9	91.8	87.8	77.0	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933	102.4	103.1	67.8	87.9	85.7	75.2	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934	114.3	115.5	76.0	91.1	89.7	78.7	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935	116.5	119.6	74.8	94.1	94.8	83.2	81.7	84.1	75.8	80.4	84.0	75.7
December, 1936	126.8	125.7	78.6	109.0	106.9	86.2	100.4	99.4	89.5	91.4	93.1	83.8
December, 1937	133.7	133.5	82.4	115.3	112.7	90.9	99.1	100.5	90.5	104.1	110.4	99.5
December, 1938	131.5	127.4	78.2	113.4	108.4	87.4	96.9	93.8	80.1	101.6	93.7	84.4
December, 1939	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
December, 1940	160.3	164.6	101.0	140.6	141.6	114.2	129.8	133.3	113.9	113.3	118.7	106.9
1940												
January	64.2	63.6	86.0	88.4	87.3	93.9	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	90.9	92.8	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.3	95.2	74.3	74.5	89.7	104.5	101.2	100.2
April	80.3	79.6	81.2	89.9	91.8	93.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7	92.9	90.9	94.7	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4	91.0	92.0	95.8	98.3	98.6	100.6	110.8	107.3	107.3
July	67.1	66.5	87.5	93.5	92.3	96.1	80.4	79.7	103.6	92.1	93.0	94.9
August	76.1	71.3	89.1	100.0	95.6	97.6	100.1	93.7	94.7	103.3	93.6	101.7(f)
September	87.1	92.8	89.2	97.2	101.3	99.3	99.1	105.6	89.5	90.2	96.1	96.1
October	107.6	106.2	92.3	107.3	105.3	103.2(f)	108.1	107.2	90.8	100.8	100.7	100.7
November	115.0	111.8	98.1(f)	101.1	99.8	99.8	98.2	95.1	89.7(f)	105.3	98.2	99.2
December	160.3	164.6	101.0	140.6	141.6	114.2	129.8	133.3	113.9	113.3	118.7	106.9

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Radio and Electrical(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	134.7	138.0	123.2	194.7	199.2	117.9	111.7	111.0	108.8	194.2	200.8	108.5
December, 1930	109.8	108.2	96.6	173.2	170.4	100.8	94.6	92.8	91.0	186.0	187.8	101.5
December, 1931	91.7	90.4	80.7	107.7	106.0	63.5	78.9	77.4	75.9	180.4	181.4	98.1
December, 1932	59.1	58.2	52.0	69.3	68.2	42.1	62.0	60.1	58.9	147.7	138.6	74.9
December, 1933	63.1	64.7	57.7	63.4	64.9	41.1	56.4	55.3	54.2	145.2	140.5	76.0
December, 1934	77.6	79.5	71.0	77.5	79.3	50.2	60.1	59.2	58.0	159.6	155.1	83.8
December, 1935	79.6	81.5	72.8	78.2	80.0	50.6	65.4	65.0	63.7	164.0	169.7	86.6
December, 1936	86.4	84.8	75.7	94.5	93.0	67.4	71.5	70.2	68.8	183.0	184.1	93.9
December, 1937	92.1	90.5	80.8	90.9	89.4	64.8	68.4	66.9	65.6	188.2	200.4	102.3
December, 1938	92.6	90.9	83.4	87.0	85.6	62.0	64.8	62.8	61.6	188.0	176.7	90.1
December, 1939	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
December, 1940	118.7	121.5	111.5	138.6	141.8	102.8	73.7	73.3	71.9	227.9	235.8	120.3
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	61.8	63.3	78.1	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	75.7	74.5	80.1	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	113.4	116.0	97.5	92.9	95.0	104.4	62.7	63.7	63.1(f)	109.4	106.4	103.3
July	98.4	96.8	88.0	67.4	66.3	85.1	66.4	65.2	63.3	103.5	104.1	104.1
August	102.5	97.1	94.3	69.0	65.3	84.9	71.4	69.2	65.3	110.9	101.5	110.4
September	105.8	112.8	94.0	85.1	90.7	76.2	69.8	71.7	68.3	102.6	109.2	112.6
October	115.0	113.1	98.4(f)	92.3	90.8	72.1(f)	70.8	69.4	69.4	118.9	119.2	114.6
November	102.6	101.0	101.0	91.5	90.1	72.1	68.7	68.8	71.6	124.7	117.7	116.5(f)
December	118.7	121.5	111.5	138.6	141.8	102.8	73.7	73.3	71.9	227.9	235.8	120.3

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936=100)

Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
December, 1936 ..	167.5	177.9	151.8	174.5	150.4	182.1
December, 1937 ..	174.8	187.8	164.9	181.3	150.8	189.9
December, 1938 ..	165.3	175.8	144.3	174.1	151.1	174.3
December, 1939 ..	179.0	213.4	150.5	188.9	173.4	187.5
December, 1940 ..	201.0	254.7	171.6	213.1	183.1	202.2
1940						
July	95.0	136.0	91.7	92.7	87.1	93.2
August	97.5	136.5	92.0	94.9	86.8	109.7
September	107.5	135.0	99.1	107.1	110.9	105.3
October	145.5(f)	169.1	133.3	145.5	167.5	126.6
November	160.7	190.5	149.1	160.7	183.3	133.6
December	201.0	254.7	171.6	213.1	183.1	202.2
% Change, December, 1940 / December, 1939	+12.2	+19.4	+14.0	+12.8	+ 5.6	+ 7.8
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+14.1	+33.0	+12.8	+15.2	+ 4.8	+ 8.4
Women's Clothing Stores						
December, 1936 ..	152.6	156.8	142.0	160.1	146.9	148.2
December, 1937 ..	156.4	189.8	143.6	164.3	145.7	144.7
December, 1938 ..	156.0	179.7	138.0	161.8	155.0	146.1
December, 1939 ..	168.5	212.5	149.5	177.6	168.2	156.8
December, 1940 ..	192.0	248.9	180.5	200.7	177.8	177.3
1940						
July	96.3	127.2	91.1	94.5	93.7	110.8
August	96.4	137.1	84.2	95.7	93.1	121.9
September	114.3	141.5	101.6	119.1	107.1	124.9
October	148.2(f)	187.7	142.8	144.8	162.1	142.7
November	146.7	199.1	125.9	150.0	163.3	140.7
December	192.0	248.9	180.5	200.7	177.8	177.3
% Change, December, 1940 / December, 1939	+13.9	+17.1	+20.7	+13.0	+ 5.7	+13.1
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+15.0	+29.1	+13.0	+14.7	+10.2	+17.4
Grocery and Meat Stores						
December, 1936 ..	115.2	(a)	109.8	117.9	110.9	129.1
December, 1937 ..	131.3	(a)	126.7	133.8	127.5	141.7
December, 1938 ..	128.1	(a)	131.9	134.9	108.4	108.1
December, 1939 ..	136.1	(a)	135.6	139.7	129.3	129.4
December, 1940 ..	142.9	(a)	137.9	149.5	135.7	137.0
1940						
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.2(f)	(a)	115.8	128.9	157.8	146.7
September	113.8	(a)	107.8	112.6	130.3	115.5
October	127.2	(a)	121.3	128.5	136.1	127.5
November	132.8	(a)	125.5	137.6	135.0	130.5
December	142.9	(a)	137.9	149.5	135.7	137.0
% Change, December, 1940 / December, 1939	+ 5.0	(a)	+ 1.7	+ 7.0	+ 4.9	+ 5.9
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+10.1	(a)	+ 6.6	+10.1	+14.6	+17.1

(a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(c) Includes men's furnishings.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936=100)

Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
December, 1936 ..	169.9	176.6	171.6	177.5	160.6	162.0
December, 1937 ..	178.0	186.9	189.0	185.8	161.2	172.2
December, 1938 ..	175.1	172.0	189.9	178.2	163.0	174.5
December, 1939 ..	192.1	207.6	208.9	198.2	177.9	177.0
December, 1940 ..	213.7	248.9	226.9	221.6	192.3	202.1
1940						
July	89.5	105.1	88.1	86.2	84.6	104.0
August	101.5	111.0	102.5	101.0	89.7	124.0
September	116.1	116.5	123.1	118.9	107.3	119.0
October	143.4	154.3	143.3	138.6	149.0	139.7
November	153.3(f)	157.8	148.7	152.2	160.8	142.5
December	213.7	248.9	226.9	221.6	192.3	202.1
% Change, December, 1940 / December, 1939	+11.2	+19.9	+ 8.6	+11.8	+ 8.1	+14.2
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+12.2	+20.4	+11.1	+13.4	+ 8.6	+13.0
Variety Stores						
December, 1936 ..	203.3	217.8	184.9	206.3	200.9	228.8
December, 1937 ..	209.2	242.7	194.4	211.3	193.5	234.8
December, 1938 ..	209.0	226.3	198.7	207.8	202.9	248.2
December, 1939 ..	228.8	251.5	220.1	223.8	223.2	267.3
December, 1940 ..	253.2	309.8	237.9	249.7	239.0	279.1
1940						
July	115.0	132.1	123.4	107.7	109.9	119.1
August	123.2	144.5	131.6	116.4	109.6	132.0
September	114.0	133.0	122.0	106.5	107.4	120.4
October	132.1	153.0	139.6	124.6	136.2	122.7
November	138.6(f)	162.1	140.2	134.2	137.7	133.6
December	253.2	309.8	237.9	249.7	239.0	279.1
% Change, December, 1940 / December, 1939	+10.8	+23.2	+ 8.1	+11.6	+ 7.1	+ 4.4
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+14.9	+27.0	+13.4	+14.4	+11.3	+10.2
Drug Stores						
December, 1936 ..	130.7	145.0	119.4	129.8	135.9	139.1
December, 1937 ..	138.3	157.0	128.5	139.4	134.8	146.4
December, 1938 ..	136.0	136.9	125.9	137.0	141.6	141.0
December, 1939 ..	146.8	166.3	133.1	145.2	156.2	151.1
December, 1940 ..	168.6	205.8	162.2	163.0	174.9	170.5
1940						
July	112.1	119.5	108.4	114.1	106.0	115.6
August	119.9	135.4	114.8	119.5	118.5	123.9
September	116.5	119.5	112.5	115.5	120.1	121.1
October	128.7(f)	134.2	126.0	123.1	142.0	133.6
November	121.2	130.8	121.5	122.3	115.4	119.1
December	168.6	205.8	162.2	163.0	174.9	170.5
% Change, December, 1940 / December, 1939	+14.9	+23.8	+21.9	+12.3	+12.0	+12.8
% Change, Jan.-Dec., 1940 / Jan.-Dec., 1939	+ 8.7	+15.2	+ 7.2	+ 9.0	+ 7.0	+ 8.9

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1939 AND DECEMBER, 1940

(Based on sales of 19 firms)

	December 1939	December 1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	36,638,519	41,770,784	+ 14.0
1. Women's dresses, coats and suits	2,640,318	3,084,171	+ 16.8
2. Girls' and infants' wear	1,297,985	1,545,201	+ 19.0
3. Hosiery and gloves	2,167,400	2,587,474	+ 19.4
4. Lingerie and corsets	1,957,096	2,217,741	+ 13.3
5. Millinery	259,144	270,977	+ 4.6
6. Women's and children's apparel--(Total, 1-5)	8,321,943	9,705,564	+ 16.6
7. Men's and boys' clothing and furnishings	5,050,018	5,613,505	+ 11.2
8. Drugs and toilet articles and preparations	1,479,305	1,723,412	+ 16.5
9. Piece goods	2,082,623	2,283,479	+ 9.6
10. Smallwares	1,709,926	1,814,487	+ 6.1
11. Food and kindred products	2,535,785	2,741,040	+ 8.1
12. Furniture (including mattresses, springs)	1,212,358	1,485,391	+ 22.5
13. Home furnishings	1,894,732	2,160,232	+ 14.0
14. Household appliances and electrical supplies	716,525	1,048,622	+ 46.3
15. Hardware and kitchen utensils	858,438	1,011,296	+ 17.8
16. Radios, musical instruments and supplies	631,858	749,694	+ 18.6
17. Shoes and other footwear	2,710,674	2,947,937	+ 8.8
18. Stationery, books and magazines	1,340,999	1,386,751	+ 3.4
19. All other departments, total	6,093,335	7,099,374	+ 16.5

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10 No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1940

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MONTHLY INDEXES OF RETAIL SALES, NOVEMBER, 1940

GENERAL SUMMARY

Marked increase in consumer purchasing is reflected in retail trade statistics for November, 1940 when dollar value of sales for twelve lines of business dealing chiefly in food, clothing and household requirements averaged 19 per cent higher than in November 1939. This is one of the highest percentage increases yet recorded in the statistics for corresponding months of consecutive years and compares with a gain of 12 per cent for the first eleven months of 1940 compared with the corresponding period of the preceding year. The general index of retail sales, unadjusted for seasonal variations, stands at 105.6 for November, 1940, 102.9 for October, 1940 and 88.5 for November, 1939. The index for November, 1940 stood higher than for any November since November, 1929 when the figure was 119.9.

The increase in retail trading reflects augmented purchasing power in the hands of consumers. The greater increase in November, 1940 than in earlier months may be attributed in large measure to the prevalence of cold weather conditions during the latter part of the month resulting in a marked stimulus to the footwear and clothing trades. Reports from a representative number of shoe stores reveal an increase of no less than 43 per cent in November, 1940 over November, 1939 while the shoe departments of department stores reported an increase of 34 per cent. Men's clothing store sales were up 26 per cent and women's clothing stores gained 24 per cent while the corresponding departments of department stores were up 21 per cent and 23 per cent respectively.

A second factor contributing to the favorable showing for November, 1940 lies in the fact that comparison is made with November, 1939, when sales had declined following the wave of consumer purchasing which characterized the first two months of the war. Nevertheless a considerable portion of the November increase reflects a continuation of the upward movement in the underlying trend in retail trading, the general index of sales, adjusted both for differences in number of business days and for normal seasonal variations advancing from 93.9 in October to 95.7 in November. The average index for the first eleven months of the year was 90.3.

RESULTS FOR INDIVIDUAL TRADES

All twelve lines of business included in this survey reported increased sales in November, 1940 over November, 1939, and, notwithstanding the fact that retail trading normally experiences a seasonal decline in November from October, five of the twelve trades reported an increase in this comparison.

Shoe store sales gained 43 per cent in November, 1940 over November, 1939 and were up 14 per cent over October. Cumulative figures for the first 11 months of the year were 12 per cent above the corresponding period of 1939. The gain over November, 1939 extended to all sectors of the country but was more pronounced in central Canada than in other parts. Ontario and Quebec both reported increases of approximately 50 per cent; the Maritime Provinces reported an increase of 25 per cent while sales in the Prairie Provinces and in British Columbia were up 18 per cent. The seasonally adjusted index advanced from 82.2 in October to 96.6 in November.

Candy store sales increased 26 per cent over November 1939. Although a decline of 4 per cent below October was recorded, this was less than the usual seasonal movement, the adjusted index advancing from 68.4 in October to 70.7 in November. Totals for the eleven months of 1940 were 17 per cent above 1939.

Men's clothing store sales were up 26 per cent compared with November, 1939 and increased 11 per cent from October, the seasonally adjusted index advancing from 91.6 in October to 95.2 in November. Sales averaged 14 per cent higher for the first eleven months of 1940 compared with 1939. Results on a regional basis show the Maritime

Provinces leading both in the November comparison and for the year to date. Percentage increases in November 1940 over 1939 for the various economic divisions with results for the eleven months in brackets are as follows: Maritime Provinces, 38 per cent (37 per cent); Quebec, 28 per cent (13 per cent), Ontario, 24 per cent (16 per cent); Prairie Provinces, 24 per cent (5 per cent); British Columbia, 20 per cent (9 per cent);

Women's clothing store sales gained 24 per cent over November, 1939, and although declining slightly from the value of business actually transacted in October were, after seasonal adjustment, on a higher level than in that month, the seasonally adjusted index advancing from 85.7 to 88.4. Sales for the first eleven months of the year were 15 per cent above the corresponding period of 1939. The Maritimes and Prairie Provinces were equal in point of view of increases sales in November but the Maritime Provinces continue to lead in results for the year to date. Percentage increases for November with figures for the eleven months in brackets are as follows; Maritime Provinces, 32 per cent (31 per cent), Quebec, 18 per cent (12 per cent), Ontario, 22 per cent (15 per cent), Prairie Provinces, 32 per cent (11 per cent), British Columbia, 29 per cent (18 per cent).

Department store sales increased 21 per cent over November, 1939 and were 6 per cent higher than in October, the seasonally adjusted index moving upward from 92.4 in October to 97.7 in November. Results for the year to date reveal an increase of 12 per cent. Department stores registered more pronounced gains in November in the Western Provinces than in other regions but the Maritimes continue to lead in results for the year. Increases for the month and for the year to date follow: Maritime Provinces, 19 per cent (20 per cent), Quebec, 15 per cent (12 per cent), Ontario, 20 per cent (14 per cent), Prairie Provinces, 24 per cent (9 per cent), British Columbia, 27 per cent, (13 per cent).

Drug store sales averaged 12 per cent higher in November, 1940 than in November, 1939 while a 6 per cent decline from October resulted in a reduction in the seasonally adjusted indexes from 103.3 for October to 99.9 for November. Sales for the year to date were up by 8 per cent. Regional figures show the Maritime Provinces leading both for the month of November and for the eleven months, percentage increases for the two series being as follows: Maritime Provinces, 17 per cent, (14 per cent); Quebec, 10 per cent (6 per cent); Ontario, 13 per cent (9 per cent); Prairie Provinces, 6 per cent (6 per cent); British Columbia, 13 per cent (8 per cent).

Furniture store sales gained 9 per cent over November 1939 but declined 11 per cent from October, the seasonally adjusted index also receding from 90.8 in October to 88.2 in November. Sales for the year to date were up 15 per cent.

Grocery and meat store sales increased 19 per cent in November, 1940 over November, 1939 and were also 5 per cent higher than in October. This is a trade for which monthly sales figures are influenced to a considerable degree by the number of Saturdays occurring in the months for which any comparison may be made. There was one more Saturday in November, 1940 than in the corresponding month of 1939. On making allowance for differences in number of business days having regard to differences in sales importance of different days of the week and also making allowance for normal seasonal movements, the adjusted index declined slightly from 100.7 in October to 99.4 in November. Sales for the first eleven months of 1940 were 11 per cent above the corresponding period of 1939.

Indexes of sales for grocery and meat stores are based on returns from all the larger chain store companies and from a sample of about 1100 independent grocers, results for chains and independents being weighted in proportion to their relative importance in the total grocery and combination store trade. Returns from meat markets without groceries are not included.

Indexes for the Maritime Provinces are not available. Results for other regions for the month of November with averages for the year to date in brackets are as follows: Quebec, 15 per cent (7 per cent); Ontario, 21 per cent (11 per cent); Prairie Provinces, 19 per cent (16 per cent); British Columbia, 22 per cent (18 per cent.

Hardware store sales gained 14 per cent over November, 1939 and, although a decline of 11 per cent below October, 1940 was recorded, this was less than the usual seasonal movement, with the result that the seasonally adjusted index advanced from 98.6 in October to 100.5 in November. Sales for the year were up by 8 per cent.

Music and radio store sales in November, 1940 increased 14 per cent over November, 1939 and, after seasonal adjustment, were approximately on a par with the

October level. Although sales for the year to date for this trade stand 22 per cent above the first eleven months of 1939 the trend in the seasonally adjusted index during recent months indicates some reduction from levels of earlier periods. The seasonally adjusted index stands at 71.4 for November, 71.6 for October, 76.2 for September and 84.9 for August while the average index for the eleven month period stands at 80.2.

Restaurant receipts gained 9 per cent over November, 1939 and, although a decline of 3 per cent in actual receipts from October was recorded, the index adjusted for seasonal variations increased slightly from 69.4 in October to 71.3 in November. Sales for the year to date were up by 8 per cent.

Variety stores transacted 23 per cent more business during the month under review than in November, 1939 and sales were up 5 per cent from October, the seasonally adjusted index increasing from 114.6 in October to 116.8 in November. Results for the year to date showed an increase of 16 per cent. Conformity with results for most other trades, increases in the Maritime Provinces exceeded those in other sections of the country, percentage increases for the month with figures for the first eleven months in brackets being as follows: Maritime Provinces, 36 per cent (28 per cent); Quebec, 21 per cent (15 per cent); Ontario, 24 per cent (15 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 16 per cent (12 per cent).

Results for jewellery stores are not incorporated in the general indexes of sales but returns from a sample number of stores in this trade indicate that November business was 17 per cent above November, 1939. The Maritime Provinces reported the greatest percentage gain at 25 per cent, followed by Ontario at 20 per cent, Quebec, 15 per cent, the Prairie Provinces, 11 per cent and British Columbia, 10 per cent.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business	November, 1940 + or - per cent compared with			Cumulative Indexes
	November 1930	November 1939	October 1940	Jan.-Nov., 1940 / Jan.-Nov., 1939
General Index	+ 6.9	+ 19.3	+ 2.6	+ 11.8
Boots and Shoes	- 2.7	+ 42.5	+ 13.9	+ 11.6
Candy	- 24.2	+ 26.3	+ 3.6	+ 17.4
Men's Clothing	+ 27.2	+ 25.9	+ 11.0	+ 14.4
Women's Clothing	+ 16.9	+ 23.7	- 1.4	+ 15.1
Departmental	+ 10.4	+ 21.3	+ 6.4	+ 12.3
Drugs	+ 8.2	+ 11.5	- 5.8	+ 8.0
Furniture	- 6.1	+ 8.9	- 10.7	+ 15.2
Groceries and Meats ...	+ 10.7	+ 18.9	+ 4.7	+ 10.7
Hardware	+ 3.0	+ 14.2	- 11.4	+ 8.2
Music and Radio	- 34.5	+ 14.4	- 1.1	+ 22.2
Restaurant	- 20.6	+ 8.6	- 3.4	+ 8.2
Variety	+ 23.0	+ 22.5	+ 5.1	+ 15.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

October, 1939 and October, 1940

Region	Sales in November, 1940, Compared with sales in November, 1939	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 42.5	+ 16.9
Maritime Provinces	+ 24.9	+ 25.3
Quebec	+ 51.1	+ 15.3
Ontario	+ 49.9	+ 20.4
Prairie Provinces ,,.....	+ 17.7	+ 10.7
British Columbia ,.....	+ 17.7	+ 10.3

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)			Boots and Shoes			Candy(h)			Men's Clothing(c)(d)			Women's Clothing(d)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	119.9	115.0	107.9	128.6	121.1	110.1	110.7	106.8	124.2	146.1	137.8	110.2	101.0	95.3	102.5
November, 1930	98.8	98.1	92.5	100.0	97.0	88.2	81.1	80.9	94.1	100.0	98.0	78.4	89.0	87.2	93.8
November, 1931	86.6	89.5	84.5	85.7	88.1	80.1	67.4	71.0	82.6	85.7	89.1	71.3	79.2	82.3	88.5
November, 1932	72.4	72.5	68.8	84.2	84.9	77.8	49.8	50.8	59.1	76.5	76.7	61.4	61.6	61.8	66.5
November, 1933	70.9	70.6	67.1	82.9	82.9	77.5	49.9	50.7	58.9	80.3	80.2	64.2	58.5	58.4	62.8
November, 1934	75.1	74.3	70.7	70.5	70.2	66.9	49.2	49.8	57.9	91.1	90.3	72.2	66.4	65.8	70.8
November, 1935	82.2	78.6	74.6	79.6	74.9	72.7	52.3	50.4	58.6	100.2	94.5	73.8	71.0	67.0	72.0
November, 1936	80.3	83.0	78.6	83.9	86.3	84.6	46.9	49.5	57.5	99.5	103.4	84.1	76.0	79.0	71.2
November, 1937	85.8	86.2	81.7	72.4	72.8	71.3	49.2	50.4	58.5	102.2	103.3	84.0	81.5	82.4	74.2
November, 1938	83.8	83.9	79.4	75.1	75.7	74.2	44.6	45.5	54.2	95.5	95.7	76.0	79.5	79.7	71.8
November, 1939	88.5	88.2	83.7	68.3	68.4	73.6	48.7	49.6	59.0	101.0	100.9	80.1	84.1	84.0	75.7
November, 1940	105.6	101.2	95.7	97.3	91.8	96.6	61.5	59.4	70.7	127.2	120.0	95.2	104.0	98.1	88.4
1939															
December	122.1	119.8	87.9	108.1	105.0	73.9	115.7	114.6	59.4	141.3	136.3	82.1	120.0	115.7	76.1
1940															
January	70.8	70.8	86.8	53.0	53.6	76.6	42.1	41.9	58.2	62.3	62.4	83.3	53.0	53.2	73.8
February	71.2	73.4	87.5	41.1	42.3	79.8	56.6	59.5	59.5	53.5	55.1	87.5	48.5	50.0	80.6
March	83.3	82.0	88.3	62.8	61.0	75.3	92.3	89.1	67.5	71.4	70.0	83.3	73.3	71.0	75.6
April	86.4	87.0	86.3	80.3	80.8	76.2	46.6	47.8	57.6	80.2	81.0	81.0	92.4	93.3	79.8
May	94.3	93.6	89.3	88.5	88.7	75.8	63.1	62.1	63.4	85.2	85.0	86.8	84.3	84.2	80.2
June	95.5	94.6	91.9	108.4	105.4	77.5	49.9	49.9	64.8	93.6	91.7	86.5	83.2	81.5	72.8
July	80.7	80.6	89.4	76.1	76.9	80.1	49.2	49.0	59.0	75.0	75.2	91.7	68.5	68.7	81.8
August	88.6	82.1	93.6	73.5	67.3	92.2	62.1	58.3	64.7	77.0	70.6	96.7	68.6	62.9	89.8
September	88.9	94.4	90.9	85.0	90.5	78.7	56.4	59.5	64.0	84.8	90.4	88.6	81.4	86.7	89.4
October	102.9	102.1	93.9	85.4	86.3	82.2	63.8	64.9	68.4	114.6	114.5	91.6	105.5	105.5	85.7
November	105.6	101.2	95.7	97.3	91.8	96.6	61.5	59.4	70.7	127.2	120.0	95.2	104.0	98.1	88.4

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental			Drugs(d)			Furniture			Groceries and Meats		
	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	123.2	119.8	105.1	105.7	104.3	104.3	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930	103.7	104.8	92.0	93.5	94.4	94.4	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931	94.0	96.5	84.7	89.4	93.0	93.0	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932	78.9	78.2	68.6	77.9	78.9	78.9	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933	77.7	76.7	67.2	75.5	76.5	76.5	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934	83.1	81.7	71.7	77.2	78.0	78.0	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935	88.5	86.0	75.4	82.9	81.8	81.8	77.9	75.1	74.4	82.1	76.3	77.1
November, 1936	85.0	87.3	76.6	82.6	86.0	86.0	84.6	86.8	85.9	75.6	78.9	79.7
November, 1937	91.9	91.1	79.9	87.2	89.0	89.0	93.7	92.8	91.9	83.4	84.9	85.7
November, 1938	90.4	89.6	78.6	86.3	87.4	87.4	83.2	82.4	77.7	82.0	82.8	83.7
November, 1939	94.4	93.3	81.8	90.8	92.1	92.1	88.6	87.8	82.9	88.7	88.9	89.8
November, 1940	114.5	111.3	97.7	101.2	99.9	99.9	96.5	93.5	88.2	105.5	98.4	99.4
1939												
December	144.1	145.1	89.0	122.4	119.3	96.2	111.5	111.8	95.6	107.9	102.5	92.4
1940												
January	64.2	63.6	86.0	88.4	87.3	93.9	59.0	58.5	88.7	87.4	88.3	92.0
February	64.7	66.2	82.8	86.7	90.9	92.8	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	80.8	94.7	92.3	95.2	74.3	74.5	89.7	104.5	101.2	100.2
April	80.3	79.6	81.2	89.9	91.8	93.7	93.8	92.9	83.7	97.6	99.4	97.5
May	85.4	84.4	82.7	92.9	90.9	94.7	117.2	116.2	93.7	103.9	104.2	101.1
June	83.0	83.9	81.4	91.0	92.0	95.8	98.3	98.6	100.6	110.8	107.3	107.3
July	67.1	66.5	87.5	93.5	92.2	96.1	80.4	79.7	103.6	92.1	93.0	94.9
August	76.1	71.3	89.1	100.0	95.6	97.6	100.1	93.7	94.7	103.3	93.6	101.7
September	87.1	92.8	89.2	97.2	101.3	99.3	99.1	105.6	89.5	90.2	96.1	96.1
October	107.6	106.3	92.4	107.4	105.4	103.3	108.1	107.2	90.8	100.8	100.7	100.7
November	114.5	111.3	97.7	101.2	99.9	99.9	96.5	93.5	88.2	105.5	98.4	99.4

(d) Revised to census trend.
(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware			Music & Radio(d)			Restaurants(d)			Variety		
	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	123.0	121.2	121.2	186.7	183.7	119.3	104.2	104.3	108.6	118.9	112.0	110.9
November, 1930	99.1	101.5	101.5	138.5	141.7	92.0	86.2	87.7	91.4	101.6	98.7	97.7
November, 1931	79.9	81.8	81.8	108.6	111.1	72.1	68.9	70.8	73.8	94.5	97.7	96.8
November, 1932	57.4	56.5	56.5	65.8	64.7	42.8	55.0	55.8	58.1	78.7	79.1	78.3
November, 1933	57.2	56.4	56.4	59.3	58.3	40.8	53.0	53.7	55.9	77.2	77.3	76.5
November, 1934	72.0	70.9	70.9	69.6	68.5	48.6	57.2	57.8	60.2	83.9	83.7	82.9
November, 1935	72.4	71.4	71.4	76.7	75.5	53.5	62.0	62.0	64.6	91.3	86.1	85.2
November, 1936	79.2	80.9	80.9	81.8	83.7	67.0	63.1	64.8	67.5	90.5	93.7	92.7
November, 1937	83.4	81.8	81.8	83.5	82.2	65.8	65.9	66.8	69.6	94.5	95.0	94.1
November, 1938	89.7	88.1	88.1	70.3	69.2	55.4	60.7	61.5	64.1	92.7	93.3	92.3
November, 1939	89.4	88.0	88.0	79.3	78.0	62.4	63.0	63.9	66.6	102.0	102.3	101.3
November, 1940	102.1	100.5	100.5	90.7	89.2	71.4	68.4	68.4	71.3	125.0	117.9	116.8
1939												
December	102.0	104.3	95.7	93.0	95.2	69.0	69.0	67.7	66.4	205.7	199.2	101.6
1940												
January	59.2	58.3	97.1	57.5	56.5	71.6	60.0	58.9	63.3	67.1	67.5	105.5
February	54.0	55.2	95.3	59.0	60.4	76.5	58.3	61.2	63.7	72.1	74.3	103.3
March	64.3	65.8	94.0	62.8	63.9	78.1	63.3	62.1	64.1	93.9	91.3	108.7
April	89.5	88.1	84.7	75.1	74.5	80.1	62.2	63.0	62.4	86.3	86.9	99.8
May	120.5	118.6	89.8	95.6	94.1	82.5	65.1	63.7	63.7	103.1	103.3	103.3
June	113.4	116.0	97.5	92.9	95.0	104.4	62.7	63.7	63.1	109.4	106.4	103.3
July	98.4	96.8	88.0	67.4	66.3	85.1	66.4	65.2	63.3	103.5	104.1	104.1
August	102.5	97.1	94.3	69.0	65.3	84.9	71.4	69.2	65.3	110.9	101.5	110.4
September	105.8	112.8	94.0	85.1	90.7	76.2	69.8	71.7	68.3	102.6	109.2	112.6
October	115.3	113.4	98.6	93.7	90.2	71.6	70.8	69.4	69.4	118.9	119.2	114.6
November	102.1	100.5	100.5	90.7	89.2	71.4	68.4	68.4	71.3	125.0	117.9	116.8

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936-100)

Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
November, 1936 ...	126.1	116.2	123.5	129.8	129.3	112.2
November, 1937 ...	129.5	119.8	122.0	130.5	147.0	122.7
November, 1938 ...	121.1	111.9	111.5	119.3	149.2	110.3
November, 1939 ...	128.0	142.5	117.5	129.1	147.1	111.5
November, 1940 ...	161.2	195.9	150.3	160.4	182.5	134.3
1940						
June	118.6	142.8	128.1	115.1	105.4	108.2
July	95.0	136.0	91.7	92.7	87.1	93.2
August	97.6	138.3	92.0	94.9	86.8	109.7
September	107.5	135.0	99.1	107.1	110.9	105.3
October	145.3	171.8	133.3	144.6	167.2	127.3
November	161.2	195.9	150.3	160.4	182.5	134.3
% Change, November, 1940 / November, 1939	+25.9	+37.5	+27.9	+24.2	+24.1	+20.4
% Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+14.4	+36.7	+12.8	+15.5	+ 4.6	+ 8.6
Women's Clothing Stores						
November, 1936 ...	106.8	109.0	100.8	112.1	103.9	100.0
November, 1937 ...	114.4	122.2	104.8	120.1	115.1	102.8
November, 1938 ...	111.7	117.1	99.5	112.5	125.5	103.3
November, 1939 ...	118.2	144.9	107.2	122.1	123.9	108.3
November, 1940 ...	146.1	191.0	126.2	149.4	163.1	139.8
1940						
June	116.8	151.4	121.2	111.0	108.7	131.9
July	96.3	127.2	91.1	94.5	93.7	110.8
August	96.4	137.1	84.2	95.7	93.1	121.9
September	114.3	141.5	101.6	119.1	107.1	124.9
October	148.2	187.7	142.8	144.7	161.8	143.7
November	146.1	191.0	126.2	149.4	163.1	139.8
Change, November, 1940 / November, 1939	+23.7	+31.8	+17.7	+22.4	+31.6	+29.1
Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+15.1	+30.6	+11.9	+15.0	+10.9	+18.0
Grocery and Meat Stores						
November, 1936...	95.4	(a)	92.7	97.1	91.6	102.9
November, 1937...	105.2	(a)	102.1	106.7	104.4	110.5
November, 1938...	103.4	(a)	106.4	106.0	94.4	92.3
November, 1939...	111.9	(a)	109,3	113.8	113.9	107.8
November, 1940...	133.0	(a)	125.5	137.9	135.2	131.4
1940						
June	139.8	(a)	139.2	134.9	151.7	149.3
July	116.1	(a)	105.9	115.3	134.3	130.0
August	130.2	(a)	115.9	128.9	157.8	146.7
September	113.8	(a)	107.8	112.6	130.3	115.5
October	127.1	(a)	121.3	128.5	136.0	127.5
November	133.0	(a)	125.5	137.9	135.2	131.4
Change, November, 1940 / November, 1939	+18.9	(a)	+14.8	+21.2	+18.7	+21.9
Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+10.7	(a)	+ 7.1	+10.5	+15.7	+18.4

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
b) Final Figures.
c) Includes Men's furnishings.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936=100)

Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
November, 1936 ..	124.2	114.3	111.5	119.0	114.2	103.5
November, 1937 ..	122.3	119.8	119.7	120.7	129.6	116.4
November, 1938 ..	120.3	108.3	120.4	118.6	131.2	108.4
November, 1939 ..	125.9	131.9	128.5	126.1	128.7	112.6
November, 1940 ..	152.7	156.4	147.9	151.2	160.1	143.5
1940						
June	110.6	119.1	124.0	111.9	99.8	111.2
July	89.5	105.1	88.1	86.2	84.6	104.0
August	101.5	111.0	102.5	101.0	89.7	124.0
September	116.1	116.5	123.1	118.9	107.3	119.0
October	143.5	154.3	143.3	138.6	149.0	140.5
November	152.7	156.4	147.9	151.2	160.1	143.5
% Change, November, 1940 / November, 1939	+21.3	+18.6	+15.1	+19.9	+24.4	+27.4
% Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+12.3	+20.4	+11.5	+13.6	+ 8.6	+13.0
Variety Stores						
November, 1936 ..	100.6	101.5	96.3	100.4	110.7	100.0
November, 1937 ..	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938 ..	103.0	105.1	107.1	99.8	107.8	108.2
November, 1939 ..	113.4	118.9	116.4	109.2	117.9	115.2
November, 1940 ..	138.9	162.1	140.3	134.9	137.7	133.6
1940						
June	121.6	131.6	141.8	113.9	107.7	114.1
July	115.0	132.1	123.4	107.7	109.9	119.1
August	123.2	144.5	131.6	116.4	109.6	132.0
September	114.0	133.0	122.0	106.5	107.4	120.4
October	132.1	153.0	139.6	124.6	136.2	122.7
November	138.9	162.1	140.3	134.9	137.7	133.6
% Change, November, 1940 / November, 1939	+22.5	+36.3	+20.5	+23.5	+16.8	+16.0
% Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+15.9	+27.9	+14.5	+15.1	+12.3	+11.6
Drug Stores						
November, 1936 ..	99.1	97.0	102.8	99.0	97.3	96.5
November, 1937 ..	104.5	103.4	107.8	106.0	97.7	103.3
November, 1938 ..	103.5	99.4	107.7	103.3	102.0	101.3
November, 1939 ..	108.9	110.8	111.8	108.2	109.5	103.5
November, 1940 ..	121.3	129.8	122.5	122.2	115.8	117.4
1940						
June	109.1	111.5	109.0	110.7	104.4	108.8
July	112.1	119.5	108.4	114.1	106.0	115.6
August	119.9	135.4	114.8	119.5	118.5	123.9
September	116.5	119.5	112.5	115.5	120.1	121.1
October	128.8	134.2	126.1	123.1	142.3	133.8
November	121.3	129.8	122.5	122.2	115.8	117.4
% Change, November, 1940 / November, 1939	+11.5	+17.1	+ 9.6	+12.9	+ 5.8	+13.4
% Change, Jan.-Nov., 1940 / Jan.-Nov., 1939	+ 8.0	+13.9	+ 5.7	+ 8.6	+ 6.4	+ 8.2

f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1939 AND NOVEMBER, 1940

(Based on sales of 19 firms)

	November 1939	November 1940	% Change, 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	22,780,046	27,161,230	+ 19.2
1. Women's dresses, coats and suits	2,321,342	2,855,754	+ 23.0
2. Girls' and infants' wear	831,486	1,144,605	+ 37.7
3. Hosiery and gloves	1,137,525	1,344,372	+ 18.2
4. Lingerie and corsets	1,032,342	1,208,146	+ 17.0
5. Millinery	263,631	309,961	+ 17.6
6. Women's and children's apparel--(Total, 1-5)	5,586,326	6,862,838	+ 22.9
7. Men's and boys' clothing and furnishings	3,141,780	3,799,966	+ 20.9
8. Drugs and toilet articles and preparations	596,607	701,519	+ 17.6
9. Piece goods	1,726,747	1,821,801	+ 5.5
10. Smallwares	962,041	1,043,533	+ 8.5
11. Food and kindred products	1,787,764	2,093,990	+ 17.1
12. Furniture (including mattresses, springs)	1,028,273	1,178,343	+ 14.6
13. Home furnishings	1,490,560	1,696,800	+ 13.8
14. Household appliances and electrical supplies	596,698	729,251	+ 22.2
15. Hardware and kitchen utensils	615,814	701,180	+ 13.9
16. Radios, musical instruments and supplies	391,967	452,300	+ 15.4
17. Shoes and other footwear	1,699,663	2,269,706	+ 33.5
18. Stationery, books and magazines	451,184	509,234	+ 12.9
19. All other departments, total	2,704,622	3,300,769	+ 22.0

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

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JANUARY 1941

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DOMINION BUREAU OF STATISTICS
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MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1941

(1935 - 1939 = 100)

General Summary

A substantial decline from the December peak is the normal experience of most lines of retail business in the first month of the year. The extent of the decline is not uniform for all kinds of stores. It is greatest for types of business such as candy stores, department stores or variety stores dealing in goods popular in the Christmas trade and it is smallest for lines of business such as grocery stores or restaurants which deal in merchandise for which there is a fairly constant demand. The experience of the past ten years reveals an average decline of 40 per cent between December and January in the composite figures for the twelve lines of business included in this monthly survey.

Sales declined in January, 1941 from December by somewhat more than the usual seasonal amount, a result which may be attributed rather to the unusually brisk December business than to any reversal in the underlying trend in consumer purchasing. Comparisons with January, 1940 were favorable. Dollar sales in January, 1941 averaged 13 per cent above January a year ago. All lines of business shared in the increase, results for individual trades ranging from a gain of 9 per cent for furniture stores to an increase of 26 per cent for stores specializing in radio and electrical goods. The general index of retail sales, unadjusted, and on the base 1935 - 1939 = 100 stands at 102.0 for January, 1941, 174.2 for December, 1940 and 90.0 for January a year ago. On adjusting for differences in numbers of business days and for normal seasonal movements the adjusted index stands at 124.2 for January, 1941 compared with 131.0 for December, 123.1 for November and 120.0 for October.

Note:--In order to conform with other series of index numbers issued by the Bureau, the indexes of retail sales have recently been revised to a new base, namely, the average monthly sales over the five-year period, 1935 to 1939. This is the first issue of this monthly bulletin in which the new base is used. The complete series of index numbers on the new base for earlier years will be contained in a special summary now being prepared.

A second change has been made in the method of constructing the indexes of variety store sales. Previously, the monthly returns from firms in this field were adjusted to allow for opening or closing of branches so that the resulting indexes reflected the trend in sales for a constant number of stores. The indexes as revised are now based on the aggregate figures reported and reflect the trend in sales for variety store chains as a whole, rather than for a fixed number of units.

Results for Individual Trades

Shoe store sales gained 15 per cent in January, 1941 over January, 1940 and were down by 45 per cent from December. The seasonally adjusted index increased from 107.5 in December to 116.1 in January but was considerably below the November peak of 130.4

Candy store sales were 19 per cent above January a year ago. A 64 per cent decline from December was considerably more than the usual seasonal movement with the result that the seasonally adjusted index declined from 129.7 in December to 117.0 in January.

Men's clothing store sales averaged 17 per cent above January last year, results on a regional basis showing increases of 29 per cent in the Maritime Provinces, 8 per cent in Quebec, 19 per cent in Ontario, 14 per cent in the Prairie Provinces and 19 per cent in British Columbia. A reduction of 54 per cent from December resulted in a decline in the seasonally adjusted index from 125.7 in December to 121.6 in January.

Women's clothing stores gained 19 per cent over January, 1940, increases by regions being as follows: Maritime Provinces, 26 per cent; Quebec, 17 per cent; Ontario, 21 per cent; Prairie Provinces, 10 per cent and British Columbia, 18 per cent.

Department store sales averaged 10 per cent higher in January of this year than last, increases in the extreme east and west portions of the country exceeding those in other regions. Sales in the Maritime Provinces were up 15 per cent while British Columbia sales gained 18 per cent. The Prairie Provinces reported an increase of 5 per cent while Quebec and Ontario both gained 10 per cent. Sales for Canada as a whole declined by 56 per cent, the seasonally adjusted index receding from 132.2 for December to 122.6 for January.

An average increase of 11 per cent over January, 1940 was reported for a somewhat smaller coverage of the total department store sales for which a breakdown by departments is submitted. The shoe department and the radio and musical instrument department were practically unchanged from January a year ago while all other departments reported increases. The furniture department was up 21 per cent and hardware, 20 per cent. Household appliances and electrical supplies were up 18 per cent while home furnishings gained 16 per cent. Gains for women's and men's clothing were 13 per cent and 10 per cent respectively.

Drug store sales averaged 15 per cent higher in January of this year than last and declined by 27 per cent from December, the seasonally adjusted index standing at 124.1 for January compared with 132.0 for December and 115.5 for November. Sales in the Maritime Provinces were up 19 per cent, Ontario, 17 per cent, British Columbia, 15 per cent and Quebec and the Prairie Provinces, 13 per cent.

Furniture store sales gained 9 per cent over January last year and were down 52 per cent from December, the seasonally adjusted index receding from 145.3 in December to 120.1 in January.

Grocery and meat store sales gained 13 per cent over January, 1940, increases for the various economic divisions being as follows: Maritime Provinces, 12 per cent; Quebec, 9 per cent; Ontario, 16 per cent; Prairie Provinces, 12 per cent and British Columbia, 17 per cent. Sales declined 13 per cent from December, the seasonally adjusted index falling off from 128.3 in December to 122.2 in January.

Hardware stores transacted 11 per cent more business in January of this year than the last while a 44 per cent decline from December was slightly greater than the usual seasonal movement, the seasonally adjusted index receding from 135.5 for December to 132.5 for January.

Sales for the radio and electrical group were 26 per cent higher than in January a year ago and were down by 49 per cent from December. Restaurant receipts gained 15 per cent over January, 1940 and were 7 per cent lower than in December.

Variety chains transacted 20 per cent more business in January, 1941 than in the corresponding month a year ago, gains in eastern and central Canada exceeding by a considerable margin those in the western provinces. Quebec reported the largest gain with an increase of 25 per cent followed by the Maritime Provinces at 24 per cent. Ontario sales were up 20 per cent while increases of 10 per cent and 11 per cent were recorded in the Prairie Provinces and in British Columbia respectively.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	January, 1941 + or - per cent compared with		
	January 1930	January 1940	December 1940
General Index	- 12.9	+ 13.3	- 41.4
Boots and Shoes	- 9.5	+ 15.3	- 44.8
Candy	- 40.9	+ 18.7	- 63.8
Men's Clothing	- 2.5	+ 16.5	- 54.0
Women's Clothing	- 10.5	+ 18.6	- 54.4
Departmental	- 23.3	+ 9.7	- 56.0
Drugs	+ 2.5	+ 15.4	- 27.4
Furniture	- 20.8	+ 8.5	- 51.7
Groceries and Meats	- 7.3	+ 13.2	- 12.9
Hardware	- 10.1	+ 11.2	- 44.0
Radio and Electrical	- 30.4	+ 25.5	- 49.0
Restaurant	- 34.8	+ 15.3	- 6.8
Variety	+ 65.3	+ 19.8	- 65.0

INDEX NUMBERS OF [illegible] (Average for 1932 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index(d)		Boots and Shoes		Candy(h)		Men's Clothing(c)(d)		Women's Clothing(d)		Departmental		Drugs(d)	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
January, 1929 ...	119.1	143.0	121.8	176.9	152.5	201.0	157.9	239.1	109.3	158.3	116.6	143.6	116.8	119.5
January, 1930 ...	117.1	137.8	89.9	130.1	145.2	189.9	94.3	141.7	98.3	141.3	120.4	147.7	115.0	117.2
January, 1931 ...	101.3	115.1	88.0	120.3	117.4	146.4	76.8	109.9	85.6	117.1	98.3	119.3	109.4	109.1
January, 1932 ...	84.6	100.0	84.5	120.8	104.7	134.4	64.5	95.8	81.0	115.1	80.5	101.5	98.6	100.2
January, 1933 ...	69.2	85.0	60.0	93.0	79.0	107.8	56.6	88.8	62.2	93.4	67.7	86.7	86.1	90.4
January, 1934 ...	73.2	87.7	60.4	95.3	81.5	107.9	51.3	78.0	64.2	93.3	73.4	90.8	87.5	90.1
January, 1935 ...	73.8	90.9	58.4	99.2	68.3	93.8	62.6	94.8	60.7	87.9	70.7	94.1	90.0	92.1
January, 1936 ...	77.0	94.5	54.3	98.6	76.7	104.5	66.0	97.7	65.3	98.1	70.3	93.3	87.6	92.2
January, 1937 ...	83.0	102.0	58.6	105.5	74.2	99.3	76.4	105.5	71.1	101.0	74.9	102.1	97.1	101.8
January, 1938 ...	81.8	104.2	60.3	115.1	70.2	94.6	77.4	107.3	71.7	103.6	73.4	101.7	98.1	103.9
January, 1939 ...	79.3	100.3	63.2	93.8	64.4	91.6	69.8	96.4	67.9	97.7	71.0	98.4	96.3	104.4
January, 1940 ...	90.0	110.8	70.6	101.9	72.3	99.7	78.9	105.5	74.2	103.4	84.2	112.6	102.2	108.6
January, 1941 ...	102.0	124.2	81.4	116.1	85.8	117.0	91.9	121.6	88.0	121.2	92.4	122.6	117.9	124.1
1940														
February	90.4	111.5	54.7	106.4	97.2	101.9	67.7	110.9	68.0	113.1	84.8	108.2	100.2	107.3
March	105.9	112.3	83.6	100.3	158.5	115.6	90.5	105.6	102.7	106.0	95.4	105.8	109.4	110.0
April	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
May	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
June	121.4	116.6(f)	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4(f)	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0(f)	96.8	109.6	107.3	112.1	114.0	125.3(f)	114.1	116.7	112.3	114.8
October	131.8	120.0	113.7	104.4	109.5	114.0(f)	145.3	115.7	147.8	119.6	141.1	120.9	124.1	119.5
November	135.7	123.1	128.6	130.4	105.6	121.1	160.3	120.1	147.0	125.0	150.9	128.5	116.9	115.5(f)
December	174.2	131.0	147.5	107.5	236.9	129.7	199.8	125.7	193.1	132.7	210.2	132.2(f)	162.4	132.0
1941														
January	102.0	124.2	81.4	116.1	85.8	117.0	91.9	121.6	88.0	121.2	92.4	122.6	117.9	124.1

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical(d)		Restaurants(d)		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
January, 1929	108.1	144.6	118.5	122.7	101.5	158.0	195.6	213.2	170.8	180.3	47.8	70.5
January, 1930	101.2	135.3	127.5	130.5	90.2	140.4	163.2	177.8	168.9	177.7	58.5	86.0
January, 1931	85.8	112.1	114.1	109.9	75.2	117.1	138.3	150.7	135.2	140.9	62.3	86.5
January, 1932	66.3	89.7	94.9	94.9	61.1	100.5	92.8	108.8	104.7	110.5	59.9	85.7
January, 1933	40.5	58.5	79.8	85.6	39.9	67.8	59.5	72.3	84.5	90.4	52.7	80.3
January, 1934	54.7	79.6	84.7	88.4	46.2	78.1	62.2	73.5	85.2	89.9	53.2	78.8
January, 1935	54.8	82.2	86.3	90.3	48.1	82.8	75.8	89.6	89.1	94.1	52.4	82.1
January, 1936	58.7	88.0	93.9	97.1	48.0	84.1	79.2	98.3	95.7	100.7	54.4	84.9
January, 1937	73.2	111.0	99.0	100.0	54.7	101.4	85.6	110.5	100.5	106.1	64.5	98.0
January, 1938	68.3	106.1	94.9	103.3	63.5	108.0	86.2	111.3	96.5	102.2	67.5	109.2
January, 1939	60.8	94.5	93.2	101.1	63.4	107.8	77.7	100.3	89.5	95.7	68.7	111.2
January, 1940	73.8	110.7	104.4	110.1	72.9	119.2	90.5	112.4	95.5	100.8	80.7	127.0
January, 1941	80.1	120.1	118.2	122.2	81.1	132.5	113.6	141.1	110.1	115.9	96.7	151.0
1940												
February	90.1	111.3	108.0	113.8	66.5	116.9	92.8	119.8	92.8	101.4	86.7	124.2
March	93.0	112.2	124.5	119.6	79.1	115.3	97.2	122.4	100.8	102.0	108.6	125.8
April	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
May	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
June	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6(f)	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0(f)	106.1	133.4	105.7	100.7	125.8	126.7
August	125.2	118.3	124.2	122.6(f)	126.2	115.7	108.6	133.2(f)	113.7	104.0	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.1	108.8	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	145.2	113.0	112.7	110.6	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.4	114.1	153.8	143.8
December	165.8	145.3(f)	135.7	128.3	144.8	135.5	222.8	164.7	118.1	115.1	276.2	146.0(f)
1941												
January	80.1	120.1	118.2	122.2	81.1	132.5	113.6	141.1	110.1	115.9	96.7	151.0

(d) Revised to census trend.
(f) Final figures.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES (Average for 1935 - 1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
January, 1936	66.0	67.3	64.8	67.4	59.5	71.1
January, 1937	76.4	78.7	74.9	80.3	63.8	76.6
January, 1938	77.4	81.2	77.9	78.7	69.3	78.3
January, 1939	69.8	65.0	69.0	72.3	63.0	73.5
January, 1940	78.9	89.6	74.7	81.6	70.3	80.4
January, 1941	91.9	115.4	80.3	97.1	80.3	95.8
1940						
August	97.4(f)	133.3	92.7	94.8	86.0	111.1
September	107.3	130.8	99.8	106.9	109.9	106.7
October	145.3	165.2	134.3	145.3	166.0	128.2
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.8	251.2	172.2	212.1	178.8	201.6
1941						
January	91.9	115.4	80.3	97.1	80.3	95.8
% Change, January, 1940 / January, 1939	+16.5	+28.8	+ 7.5	+19.0	+14.2	+19.2
Women's Clothing Stores						
January, 1936	65.3	66.6	58.6	69.3	62.1	68.4
January, 1937	71.1	74.8	67.2	76.6	59.8	69.3
January, 1938	71.7	81.0	65.9	75.6	66.0	72.7
January, 1939	67.9	75.4	61.7	69.2	70.9	71.2
January, 1940	74.2	88.1	64.5	78.3	72.6	77.4
January, 1941	88.0	110.7	75.4	94.8	79.6	91.6
1940						
August	96.0	126.1	85.4	95.7	92.4	120.3
September	114.0(f)	130.1	103.1	119.1	106.3	123.3
October	147.8	172.6	144.9	144.8	160.8	140.8
November	147.0	183.1	127.9	151.5	162.3	138.9
December	193.1	229.8	183.3	203.8	177.4	173.7
1941						
January	88.0	110.7	75.4	94.8	79.6	91.6
% Change, January, 1940 / January, 1939	+18.6	+25.7	+16.9	+21.1	+ 9.6	+18.3
Grocery and Meat Stores						
January, 1936	93.9	(g)	102.7	92.4	81.6	89.4
January, 1937	99.0	(g)	100.1	101.9	86.1	99.9
January, 1938	94.9	(g)	97.9	98.0	80.6	90.5
January, 1939	93.2	92.0	99.2	97.3	74.9	79.0
January, 1940	104.4	103.8	106.5	107.4	93.5	99.0
January, 1941	118.2	116.4	116.5	124.4	104.3	115.5
1940						
August	124.2(f)	131.3	109.6	121.9	150.9	139.6
September	108.9	118.4	102.0	106.5	124.6	109.9
October	120.8	122.2	114.8	121.6	130.2	121.4
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.7	136.3	130.6	141.6	129.9	130.9
1941						
January	118.2	116.4	116.5	124.4	104.3	115.5
% Change, January, 1940 / January, 1939	+ 13.2	+12.1	+ 9.4	+15.8	+11.6	+16.7

(c) Includes men's furnishings.
(f) Final figures.
(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES (Average for 1935 - 1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
January, 1936	70.3	70.6	67.6	70.8	71.0	70.1
January, 1937	74.9	76.1	76.3	75.9	73.2	72.9
January, 1938	73.4	69.4	80.0	73.5	69.6	76.4
January, 1939	71.0	63.7	79.7	70.1	68.9	73.0
January, 1940	84.2	85.3	92.9	83.4	82.8	78.9
January, 1941	92.4	98.0	101.9	91.7	87.0	93.2
1940						
August	99.8	109.4	97.2	99.5	89.7	121.5
September	114.1	114.8	116.8	117.2	107.3	116.6
October	141.1	152.1	135.9	136.6	149.0	136.9
November	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2(f)	245.3	215.3	218.9	192.3	197.2
1941						
January	92.4	98.0	101.9	91.7	87.0	93.2
% Change, January, 1941 / January, 1940	+ 9.7	+14.9	+ 9.7	+10.0	+ 5.1	+18.1
Variety Stores						
January, 1936	54.4	46.6	51.9	56.9	52.8	59.3
January, 1937	64.5	59.9	62.6	68.0	57.8	65.1
January, 1938	67.5	62.1	68.3	68.9	63.5	69.2
January, 1939	68.7	61.7	71.2	68.6	67.3	71.4
January, 1940	80.7	89.0	82.8	78.4	80.7	78.2
January, 1941	96.7	110.3	103.7	93.9	89.1	87.0
1940						
August	135.0	174.0	137.7	128.5	130.1	127.1
September	125.5	160.2	128.1	118.2	128.6	115.9
October	146.9	184.2	150.4	138.5	163.0	118.2
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2(f)	368.5	257.2	278.1	281.7	212.9
1941						
January	96.7	110.3	103.7	93.9	89.1	87.0
% Change, January, 1941 / January, 1940	+19.8	+23.9	+25.2	+19.8	+10.4	+11.3
Drug Stores						
January, 1936	87.6	82.6	90.4	89.0	84.7	82.9
January, 1937	97.1	92.9	100.3	98.2	91.8	98.2
January, 1938	98.1	97.5	101.8	99.2	91.5	97.6
January, 1939	96.3	93.6	100.1	96.7	91.8	96.8
January, 1940	102.2	105.3	106.7	101.4	99.0	100.9
January, 1941	117.9	125.2	120.6	118.3	111.7	116.2
1940						
August	115.5	130.3	110.0	115.0	115.5	119.1
September	112.3	115.0	107.8	111.2	117.0	116.4
October	124.1	129.2	120.9	118.5	138.4	128.4
November	116.9(f)	126.4	116.7	117.7	112.4	114.5
December	162.4	196.1	155.0	157.4	170.3	162.8
1941						
January	117.9	125.2	120.6	118.3	111.7	116.2
% Change, January, 1941 / January, 1940	+15.4	+18.9	+13.0	+16.7	+12.8	+15.2

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1939 and 1940

(Based on sales of 23 firms)

	1939	1940	% Change 1940/39
	$	$	
TOTAL SALES, ALL DEPARTMENTS	229,898,217	257,785,300	+ 12.1
1. Women's dresses, coats and suits	21,761,765	24,668,112	+ 13.4
2. Girls' and infants' wear	7,350,481	8,744,905	+ 19.0
3. Hosiery and gloves	10,783,760	11,858,921	+ 10.0
4. Lingerie and corsets	10,438,834	11,611,599	+ 11.2
5. Millinery	3,080,053	3,303,355	+ 7.2
6. Women's and children's apparel--(Total, 1-5)	53,414,893	60,186,892	+ 12.7
7. Men's and boys' clothing and furnishings	27,129,674	29,793,844	+ 9.8
8. Drugs and toilet articles and preparations ..	7,163,720	7,855,669	+ 9.7
9. Piece goods	16,946,744	18,719,636	+ 10.5
10. Smallwares	8,401,379	9,206,903	+ 9.6
11. Food and kindred products	21,521,226	22,845,465	+ 6.2
12. Furniture (including mattresses, springs) ...	12,203,729	14,605,509	+ 19.7
13. Home furnishings	15,496,559	18,212,051	+ 17.5
14. Household appliances and electrical supplies	6,193,432	7,623,129	+ 23.1
15. Hardware and kitchen utensils	7,957,471	9,184,070	+ 15.4
16. Radios, musical instruments and supplies	3,492,654	4,006,011	+ 14.7
17. Shoes and other footwear	17,494,952	19,359,839	+ 10.7
18. Stationery, books and magazines	4,165,732	4,418,019	+ 6.1
19. All other departments, total	28,316,052	31,768,263	+ 12.2

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1940 and JANUARY, 1941

(Based on sales of 16 firms)

	January 1940	January 1941	% Change 1941/40
	$	$	
TOTAL SALES, ALL DEPARTMENTS	15,176,597	16,907,064	+ 11.4
1. Women's dresses, coats and suits	1,260,212	1,444,157	+ 14.6
2. Girls' and infants' wear	365,475	423,897	+ 16.0
3. Hosiery and gloves	575,874	629,749	+ 9.4
4. Lingerie and corsets	720,684	810,980	+ 12.5
5. Millinery	110,695	112,337	+ 1.5
6. Women's and children's apparel--(Total, 1-5)	3,032,940	3,421,120	+ 12.8
7. Men's and boys' clothing and furnishings	1,492,512	1,644,833	+ 10.2
8. Drugs and toilet articles and preparations	537,146	600,705	+ 11.8
9. Piece goods	1,663,853	1,860,565	+ 11.8
10. Smallwares	678,414	700,343	+ 3.2
11. Food and kindred products	1,686,361	1,826,513	+ 8.3
12. Furniture (including mattresses, springs)	1,031,853	1,251,589	+ 21.3
13. Home furnishings	1,033,475	1,197,556	+ 15.9
14. Household appliances and electrical supplies	392,648	463,062	+ 17.9
15. Hardware and kitchen utensils	475,614	570,783	+ 20.0
16. Radios, musical instruments and supplies	307,742	305,172	- 0.8
17. Shoes and other footwear	896,030	895,847	(e)
18. Stationery, books and magazines	248,253	280,467	+ 13.0
19. All other departments, total	1,699,756	1,888,509	+ 11.1

(e) Change is less than 0.1 per cent.

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1941

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MONTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1941

(1935 - 1939 = 100)

General Summary

Retail sales in February were held at the January volume and exceeded by 12 per cent the amount of business transacted in ~~January~~ February a year ago. The increase over February last year was about on a par with the gain recorded in the January comparison, cumulative figures for the first two months of the current year exceeding by 13 per cent the dollar volume for the corresponding period of 1940. The composite index for twelve lines of business for which data are available stands at 101.3 for February, 1941, 102.3 for January, 1941 and at 90.4 for February a year ago. The number of business days in February is normally less than in any other month of the year. On adjusting for differences in number of business days and also for normal seasonal variations, the seasonally adjusted index stands at 130.2 for February, compared with 124.5 for January and 130.9 for December, 1940.

Increases over February last year were general for all trades and for all sections of the country. Shoe store sales were 22 per cent above February, 1940, men's clothing store sales gained by a similar margin, women's clothing stores and radio and electrical stores were up 17 per cent and furniture and hardware stores 16 per cent. Sales of candy chains ranged 33 per cent higher than last year and variety store chains were up 20 per cent. Increases for other lines of business included in the survey were 12 per cent for restaurants and for drug stores, 11 per cent for department stores and 8 per cent for grocery and meat stores. The Maritime Provinces continue to lead in point of view of increased business except in the case of grocery and meat stores where gains in Ontario and British Columbia were slightly higher.

Results for Individual Trades

Sales of boot and shoe stores gained 22 per cent in February this year over last and were 17 per cent lower than in January. In the Maritime Provinces, sales advanced 33 per cent, while Ontario and Quebec recorded increases of 25 and 24 per cent. Improvement of 17 per cent was shown for the Prairie Provinces and British Columbia sales were up 8 per cent. The index adjusted for differences in number of business days and for normal seasonal variations moved sharply upward from 114.2 in January to 134.2 in the latest month.

The increase in candy store sales, which amounted to 33 per cent over February, 1940, was greater than for any other trade. The extent of Valentine's Day business is reflected in a 50 per cent increase over January of this year. The seasonally adjusted index jumped from 117.2 in January to 139.9 in February.

Men's clothing store sales gained 22 per cent over February, 1940, but purchases were 10 per cent lower than in January. Increases in various regions of the country were as follows: 32 per cent in the Maritime Provinces, 25 per cent in Ontario, 20 per cent in the Prairie Provinces, 15 per cent in Quebec and 14 per cent in British Columbia. The seasonally adjusted index advanced from 121.4 in January to 139.3 in February.

Sales of women's clothing stores were greater by 17 per cent in February, 1941 than in the same month of 1940, but were down 10 per cent from January. Sales were up 32 per cent in the Maritime Provinces, 19 per cent in Quebec, 18 per cent in Ontario, 13 per cent in British Columbia and 5 per cent in the Prairie Provinces. The adjusted index advanced from 121.3 in January to 136.3 in February.

Canadian department stores reported sales volume 11 per cent greater than in February a year ago, and 2 per cent above January, 1941. Increases in various sections of the country ranged from 18 per cent in the Maritime Provinces to 9 per cent in the Prairie Provinces. British Columbia sales increased 16 per cent; Ontario, 11 per cent and Quebec, 10 per cent. The seasonally adjusted index stood at 125.4 in February, slightly higher than the 123.3 recorded in January of this year.

Sales of those department stores which reported sales by departments averaged 12 per cent higher in February this year over last. Increases were reported for all departments, but furniture continued to show larger increases than other departments, with improvement of 29 per cent over February, 1940. Other departments showing noticeable improvement were household appliances with a gain of 17 per cent and hardware with an advance of 14 per cent. Sales of men's and women's clothing were both up 10 per cent.

An increase of 12 per cent in drug store sales was recorded in February, 1941 over February, 1940, while the adjusted index moved slightly upward from 124.1 in January to 124.6 in February. Regional results revealed increases of 17 per cent in the Maritime Provinces, 15 per cent in Ontario, 11 per cent in British Columbia, 10 per cent in the Prairie Provinces and 6 per cent in Quebec.

Sales of furniture stores increased 16 per cent over February of last year while the adjusted index rose from 124.6 in January to 133.5 in the month under review.

Grocery and meat store sales in February this year exceeded by 8 per cent sales in the same month a year ago. The seasonally adjusted index was 127.3 for February, 1941, compared with 122.0 in January. British Columbia led other regions in this group with a gain of 11 per cent, closely followed by Ontario and the Maritime Provinces where gains of 10 per cent were recorded. Quebec sales were up 6 per cent and the Prairie Provinces reported a 4 per cent advance.

Hardware store sales averaged 16 per cent higher than in February, 1940, while declining 7 per cent below January. The adjusted index moved upward from 134.3 in January to 140.7 in February.

Sales of radio and electrical stores were up 17 per cent over February, 1940, but decreased 6 per cent below January. The seasonally adjusted index was 146.3 for February compared with 143.1 in January. Restaurant receipts were 12 per cent higher than in February a year ago and declined 5 per cent below January.

A gain of 20 per cent in variety store sales for Canada as a whole resulted from the following increases in various regions of the country: 34 per cent in the Maritime Provinces, 21 per cent in Quebec, 20 per cent in Ontario, 13 per cent in the Prairie Provinces and 9 per cent in British Columbia. Sales for this trade were 7 per cent higher in February than in January of the current year. The adjusted index moved upward from 151.4 in January to 153.6 in February.

The summary of boot and shoe store sales and jewellery store sales, which appears below, gives results for both January and February, comparisons for January having been omitted from the bulletin for that month. Jewellery store sales averaged 30 per cent higher in February this year. Ontario, with a gain of 40 per cent, and British Columbia, with improvement of 35 per cent, led all other regions. Quebec sales gained 24 per cent; the Maritime Provinces, 13 per cent and the Prairie Provinces, 10 per cent.

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

January and February, 1940 and 1941

Region	Sales in January, 1941 compared with sales in Jan., 1940		Sales in February, 1941 compared with sales in Feb., 1940	
	Boot and Shoe Stores	Jewellery Stores	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 13.4	+ 12.6	+ 22.1	+ 29.6
Maritime Provinces	+ 25.1	+ 6.8	+ 33.0	+ 12.5
Quebec	+ 10.3	+ 2.3	+ 24.4	+ 23.5
Ontario	+ 11.7	+ 19.4	+ 25.3	+ 39.6
Prairie Provinces.	+ 12.3	+ 18.0	+ 17.1	+ 9.5
British Columbia .	+ 19.9	+ 22.4	+ 7.8	+ 35.3

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	February, 1941 + or - per cent compared with			Cumulative Indexes
	February 1930	February 1940	January 1941	Jan.-Feb., 1941 / Jan.-Feb., 1940
General Index	- 7.0	+ 12.1	- 1.0	+ 12.9
Boots and Shoes	- 31.6	+ 22.1	- 16.5	+ 17.2
Candy	- 25.1	+ 32.8	+ 50.1	+ 26.9
Men's Clothing	- 1.3	+ 21.6	- 10.3	+ 18.8
Women's Clothing	- 21.6	+ 16.6	- 10.0	+ 17.7
Departmental	- 13.1	+ 11.3	+ 1.5	+ 10.9
Drugs	+ 1.0	+ 12.1	- 4.7	+ 13.7
Furniture	- 5.8	+ 15.6	+ 25.4	+ 14.3
Groceries and Meats	+ 0.9	+ 8.2	- 0.9	+ 10.6
Hardware	- 9.3	+ 15.5	- 6.6	+ 14.1
Radio and Electrical ...	- 21.6	+ 17.2	- 5.6	+ 22.3
Restaurant	- 32.0	+ 12.2	- 5.4	+ 13.7
Variety	+ 65.9	+ 19.6	+ 7.0	+ 19.8

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
February, 1929	115.3	143.9	108.1	166.8	170.8	201.1	145.1	249.5	97.3	152.5	106.8	135.2	114.8	123.6
February, 1930	108.9	134.7	97.6	150.6	172.4	203.0	83.4	143.4	101.2	158.7	108.6	137.5	111.2	119.7
February, 1931	97.2	120.0	79.5	126.4	127.6	150.3	67.3	115.7	81.0	127.0	99.4	125.8	102.8	110.6
February, 1932	83.2	99.8	65.0	104.7	108.8	124.5	54.7	91.8	71.2	108.9	81.3	99.2	99.6	104.2
February, 1933	65.7	81.2	52.2	92.7	88.4	104.1	39.5	67.9	59.6	93.4	64.8	82.0	80.5	86.6
February, 1934	71.0	88.4	49.9	93.2	88.8	104.6	52.8	90.8	59.2	92.8	71.9	91.0	81.5	87.7
February, 1935	73.0	92.5	48.5	93.9	95.5	103.5	56.2	96.6	62.5	98.0	71.2	94.7	86.3	92.9
February, 1936	78.7	93.8	55.1	99.2	105.8	105.4	58.5	97.2	57.7	95.9	75.6	95.3	88.8	92.9
February, 1937	80.1	102.5	57.8	114.0	94.9	102.8	62.7	106.1	60.1	103.3	76.7	102.0	94.7	105.1
February, 1938	80.9	103.3	52.6	103.7	92.9	100.7	60.7	102.7	61.2	105.2	75.4	100.2	90.7	100.6
February, 1939	77.9	99.2	46.7	93.8	85.8	93.0	56.7	96.0	56.4	97.0	71.0	94.4	95.0	105.4
February, 1940	90.4	111.5	54.7	106.4	97.2	101.9	67.7	110.9	68.0	113.1	84.8	108.2	100.2	107.3
February, 1941	101.3	130.2	66.8	134.2	129.1	139.9	82.3	139.3	79.3	136.3	94.4	125.4	112.3	124.6
1940														
March	105.9	112.3	83.6	100.3	158.5	115.6	90.5	105.6	102.7	106.0	95.4	105.8	109.4	110.0
April	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
May	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9(f)	146.8	107.0(f)	226.5	124.0	199.7	125.6(f)	193.6	133.0(f)	210.2	132.2	161.9	131.6(f)
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2(f)	91.8	121.4	88.1	121.3	93.0	123.3(f)	117.9	124.1
February	101.3	130.2	66.8	134.2	129.1	139.9	82.3	139.3	79.3	136.3	94.4	125.4	112.3	124.6

(c) Includes men's furnishings.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
February, 1929	148.6	173.7	116.5	126.8	95.0	148.4	205.4	250.8	164.0	185.7	54.2	78.1
February, 1930	110.6	129.3	115.8	126.1	84.7	132.3	138.8	169.5	153.1	173.3	62.5	90.0
February, 1931	99.3	116.1	105.5	114.9	73.7	116.9	133.0	162.4	123.4	139.7	62.4	89.9
February, 1932	76.7	87.4	93.2	99.4	64.0	98.9	89.9	105.4	101.9	111.4	61.1	85.5
February, 1933	50.4	61.6	76.6	83.4	38.0	64.1	52.7	64.4	78.5	88.9	54.2	78.1
February, 1934	60.8	77.9	82.1	89.4	43.7	77.4	64.0	78.2	80.2	90.8	53.8	77.5
February, 1935	69.6	89.2	84.0	91.5	45.9	84.1	74.3	90.7	83.3	94.3	56.8	84.1
February, 1936	73.8	89.0	94.3	93.3	47.1	85.8	72.2	93.2	93.1	100.7	62.1	83.9
February, 1937	85.3	109.3	91.8	99.9	51.9	98.5	84.2	113.2	96.3	109.0	65.8	97.4
February, 1938	79.2	101.5	96.8	105.4	58.7	107.5	75.2	101.1	92.7	105.0	70.6	104.5
February, 1939	75.1	96.3	95.4	103.9	56.0	102.6	71.0	95.5	82.1	93.0	69.7	103.2
February, 1940	90.1	111.3	108.0	113.8	66.5	116.9	92.8	119.8	92.8	101.4	86.7	124.2
February, 1941	104.2	133.5	116.9	127.3	76.8	140.7	108.8	146.3	104.1	117.8	103.7	153.6
1940												
March	93.0	112.2	124.5	119.6	79.1	115.3	97.2	122.4	100.8	102.0	108.6	125.8
April	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
May	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
June	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3(f)	135.5	128.1(f)	146.2	136.8(f)	224.4	165.9(f)	117.8	114.9(f)	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	110.0	115.7	96.9	151.4(f)
February	104.2	133.5	116.9	127.3	76.8	140.7	108.8	146.3	104.1	117.8	103.7	153.6

(f) Final figures.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES (Average for 1935-1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
February, 1936	58.5	59.1	57.1	61.2	51.6	57.7
February, 1937	62.7	61.3	60.1	66.8	54.8	60.9
February, 1938	60.7	66.8	60.1	62.1	53.3	60.4
February, 1939	56.7	57.5	54.2	59.2	49.8	60.2
February, 1940	67.7	81.3	65.7	68.3	61.0	68.3
February, 1941	82.3	106.9	75.3	85.5	73.4	77.7
1940						
September	107.3	130.8	99.8	106.9	109.9	106.7
October	145.5	165.2	134.3	145.3	166.0	130.2
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.7(f)	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.3	106.9	75.3	85.5	73.4	77.7
% Change, February, 1941 / February, 1940	+21.6	+31.5	+14.6	+25.2	+20.3	+13.8
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+18.8	+33.0	+10.5	+21.5	+16.5	+15.6
Women's Clothing Stores						
February, 1936	57.7	56.7	61.7	57.3	55.0	52.9
February, 1937	60.1	55.4	63.5	59.3	59.4	57.2
February, 1938	61.2	58.4	64.9	60.5	59.2	59.0
February, 1939	56.4	52.2	57.8	56.2	53.6	60.1
February, 1940	68.0	70.0	66.6	67.9	68.5	70.9
February, 1941	79.3	92.1	79.4	80.2	71.8	79.8
1940						
September	114.0	130.1	103.1	119.1	106.3	123.3
October	148.6	172.6	143.2	147.4	160.8	140.8
November	146.8	178.3	127.9	151.5	162.3	138.9
December	193.6(f)	227.6	182.7	205.1	178.0	173.7
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.3	92.1	79.4	80.2	71.8	79.8
% Change, February, 1941 / February, 1940	+16.6	+31.6	+19.2	+18.1	+ 4.8	+12.6
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+17.7	+28.5	+18.1	+19.6	+ 8.0	+15.8
Grocery and Meat Stores						
February, 1936	94.3	(g)	100.4	93.2	85.7	91.3
February, 1937	91.8	(g)	92.9	92.7	83.9	96.5
February, 1938	96.8	(g)	98.9	98.2	87.1	97.3
February, 1939	95.4	92.8	103.3	98.5	77.5	80.4
February, 1940	108.0	106.6	110.7	109.6	99.7	105.0
February, 1941	116.9	117.1	117.4	120.7	104.0	116.2
1940						
September	108.9	118.4	102.0	106.5	124.6	109.9
October	120.8	122.2	114.8	121.6	130.4	121.4
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.5(f)	136.3	130.6	141.6	128.6	130.9
1941						
January	118.0	116.4	116.5	124.1	104.4	115.5
February	116.9	117.1	117.4	120.7	104.0	116.2
% Change, February, 1941 / February, 1940	+ 8.2	+ 9.8	+ 6.1	+10.1	+ 4.3	+10.7
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+10.6	+11.0	+ 7.7	+12.8	+ 7.9	+13.6

(c) Includes men's furnishings.
(f) Final figures.
(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES (Average for 1935-1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
February, 1936 ..	75.6	73.0	72.7	76.6	76.0	76.6
February, 1937 ..	76.7	72.3	75.1	78.2	76.1	77.3
February, 1938 ..	75.4	69.7	77.7	77.0	71.9	79.2
February, 1939 ..	71.0	63.3	73.3	71.8	68.6	75.5
February, 1940 ..	84.8	83.9	87.4	85.6	83.0	84.2
February, 1941 ..	94.4	99.2	96.0	94.7	90.3	98.0
1940						
September	114.1	114.8	116.8	117.2	107.3	116.6
October	141.1	152.1	135.9	136.6	149.0	136.9
November	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2	245.3	215.3	218.9	192.3	197.2
1941						
January	93.0(f)	98.4	102.2	92.4	87.6	93.4
February	94.4	99.2	96.0	94.7	90.3	98.0
% Change, February, 1941 / February, 1940	+11.3	+18.2	+ 9.8	+10.6	+ 8.8	+16.4
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+10.9	+16.8	+ 9.9	+10.7	+ 7.3	+17.4
Variety Stores						
February, 1936 ..	62.1	54.3	62.7	63.8	57.8	66.1
February, 1937 ..	65.8	59.5	63.9	68.1	64.0	68.0
February, 1938 ..	70.6	62.2	72.1	72.0	65.4	74.9
February, 1939 ..	69.7	65.3	69.6	70.4	66.5	76.3
February, 1940 ..	86.7	93.4	87.9	83.4	91.1	88.0
February, 1941 ..	103.7	125.0	106.3	99.8	102.6	96.0
1940						
September	125.5	160.2	128.1	118.2	128.6	115.9
October	146.9	184.2	150.4	138.5	163.0	118.2
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2	368.5	257.2	278.1	281.7	212.9
1941						
January	96.9(f)	110.8	103.0	94.3	90.6	87.0
February	103.7	125.0	106.3	99.8	102.6	96.0
% Change, February, 1941 / February, 1940	+19.6	+33.8	+20.9	+19.7	+12.6	+ 9.1
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+19.8	+29.3	+22.6	+20.0	+12.5	+10.1
Drug Stores						
February, 1936 ..	88.8	84.1	93.9	89.8	84.1	85.6
February, 1937 ..	94.7	89.3	102.6	95.3	87.5	93.0
February, 1938 ..	90.7	89.2	95.1	91.0	86.2	90.2
February, 1939 ..	95.0	96.2	107.1	94.6	86.1	88.2
February, 1940 ..	100.2	104.8	106.6	98.4	97.9	97.0
February, 1941 ..	112.3	123.0	112.7	113.3	107.2	108.1
1940						
September	112.3	115.0	107.8	111.2	117.0	116.4
October	124.1	129.2	120.9	118.5	138.4	128.4
November	116.9	126.4	116.7	117.7	112.4	114.5
December	161.9(f)	196.5	154.9	156.5	169.5	163.1
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.3	123.0	112.7	113.3	107.2	108.1
% Change, February, 1941 / February, 1940	+12.1	+17.4	+ 5.7	+15.1	+ 9.5	+11.4
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+13.7	+18.9	+ 9.5	+15.7	+11.4	+13.2

(f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

FEBRUARY, 1940 and FEBRUARY, 1941

(Based on sales of 19 firms)

	February 1940	February 1941	% Change 1941/40
	$	$	
TOTAL SALES, ALL DEPARTMENTS	15,750,593	17,554,158	+ 11.5
1. Women's dresses, coats and suits	1,235,578	1,396,309	+ 13.0
2. Girls' and infants' wear	351,990	430,804	+ 22.4
3. Hosiery and gloves	590,231	621,047	+ 5.2
4. Lingerie and corsets	709,585	748,270	+ 5.5
5. Millinery	129,950	132,664	+ 2.1
6. Women's and children's apparel--(Total, 1-5)	3,017,334	3,329,094	+ 10.3
7. Men's and boys' clothing and furnishings ...	1,409,919	1,548,581	+ 9.8
8. Drugs and toilet articles and preparations .	575,116	641,023	+ 11.5
9. Piece goods	1,510,183	1,631,387	+ 8.0
10. Smallwares	659,271	690,525	+ 4.7
11. Food and kindred products	1,791,157	1,915,012	+ 6.9
12. Furniture (including mattresses, springs) ..	1,228,749	1,580,471	+ 28.6
13. Home furnishings	1,300,468	1,373,914	+ 5.6
14. Household appliances and electrical supplies	485,288	567,693	+ 17.0
15. Hardware and kitchen utensils	636,698	726,493	+ 14.1
16. Radios, musical instruments and supplies ...	279,622	302,161	+ 8.1
17. Shoes and other footwear	865,509	925,001	+ 6.9
18. Stationery, books and magazines	269,765	300,754	+ 11.5
19. All other departments, total	1,721,514	2,022,049	+ 17.5

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES, MARCH, 1941

(1935 - 1939 = 100)

General Summary

The increase in retail trade in Canada recorded during the first two months of the year was continued in March, dollar sales for 12 lines of business for which figures are available averaging 13 per cent above March a year ago. The March increase was similar to that for the first quarter of this year over the corresponding period of 1940 which also stands at 13 per cent. The general index of sales, on the base 1935 - 1939 = 100, unadjusted for seasonal variations, stands at 119.2 for March, 101.7 for February and 105.9 for March a year ago On adjusting for differences in number of business days, for normal seasonal movements and for the changing date of Easter the corrected index stands at 129.3 for March, 130.8 for February and at 112.3 for March last year.

Easter occurred in March, 1940 whereas practically all the pre-Easter business was transacted in April this year. But cold weather conditions in March last year acted as a deterrent upon the retail trade of that month. Increased purchasing power in the hands of consumers together with the early spring in 1941 more than offset the adverse result that would otherwise be noted in the March comparison, with the result that all lines of business excepting only candy stores recorded gains over March last year. Shoe store sales were up 20 per cent; department store sales gained 17 per cent; men's clothing stores, 16 per cent; restaurants, 16 per cent; drug stores, 13 per cent; women's clothing stores, 11 per cent and variety stores, 11 per cent. Candy store sales, influenced more by the shifting date of Easter than by seasonal changes, declined by 35 per cent from March a year ago.

Gains for stores specializing in durable or heavy goods exceeded those for stores dealing mainly in clothing or food products. Increases in these trades over March, 1940 amounted to 22 per cent for furniture stores, 24 per cent for hardware stores and 26 per cent for radio and electrical stores. The increase in retail prices on dealers' stocks purchased after the imposition of new taxation schedules at the beginning of December, 1940 is a factor to be considered in relation to the gains in dollar sales for these lines of business. Increased taxes did not apply to stocks in retailers' hands when the new schedules went into effect. As these stocks are liquidated the dollar sales for stores specializing in radios, electrical appliances and some other commodities will be affected to an even greater degree by price movements.

Results for Individual Trades

Shoe store sales gained 20 per cent in March this year over last and were up 50 per cent from February. The marked increase over February was considerably more than the usual seasonal movement for this time of year, the seasonally adjusted index advancing from 134.6 in February to 143.7 in March. Sales for the first quarter of 1941 were 19 per cent above the corresponding period a year ago.

Candy store sales declined 21 per cent from the February level and were 35 per cent below March last year. The occurrence of Easter in March, 1940 and in April, 1941 accounts for the decline in the March comparison. The St. Valentine's day trade adds materially to sales in February, a decline between that month and March being a regular feature in the candy trade.

Men's clothing store sales were up 16 per cent over March last year and increased 28 per cent from February. Cumulative figures for the first quarter of the year stand 18 per cent above the corresponding period of 1940. Results on a regional basis show the Maritime Provinces and Ontario standing equal in point of view of the increase for the month of March over last year but show the Maritimes leading in the year to-date. Percentage increases in March of this year over last for the various

economic divisions with results for the first quarter in brackets are as follows: Maritime Provinces, 20 per cent (28 per cent); Quebec, 17 per cent (13 per cent); Ontario, 20 per cent (21 per cent); Prairie Provinces, 6 per cent (12 per cent) and British Columbia, 1 per cent (10 per cent).

Women's clothing store sales gained 11 per cent over March last year and were up 43 per cent from February while sales for the first three months of the current year stand 15 per cent above the corresponding period of 1940. Regional increases for the month and for the first quarter are as follows: Maritime Provinces, 14 per cent (23 per cent); Quebec, 15 per cent (17 per cent); Ontario, 16 per cent (18 per cent) and British Columbia, 2 per cent (9 per cent). Sales in the Prairie Provinces declined 3 per cent in March but sales in the first three months averaged 4 per cent higher than in the same period last year.

Department store sales increased 17 per cent over March a year ago and stood 18 per cent above the February level. Sales for the year to-date were up 13 per cent. The largest gains continued to be recorded in the Maritime Provinces where an increase of 29 per cent was reported over March a year ago. Sales in the Maritimes for the first three months of the current year stand 22 per cent above the corresponding period of 1940. Results for other regions both for the month under review and for the year to date follow: Quebec, 14 per cent (12 per cent); Ontario, 19 per cent (14 per cent); Prairie Provinces, 12 per cent (9 per cent) and British Columbia, 17 per cent (17 per cent).

Drug store sales averaged 13 per cent higher in March this year than last while the increase for the first quarter was similar at 14 per cent. Sales increased by 10 per cent in March over February, the seasonally adjusted index advancing slightly from 124.6 in February to 125.8 in March. Increases in the Maritime Provinces and Ontario exceeded those recorded in other regions, percentage changes for the various regions of the country for the month of March with figures for the first quarter of the year in brackets being as follows: Maritime Provinces, 18 per cent (19 per cent); Quebec, 10 per cent (10 per cent); Ontario, 16 per cent (16 per cent); Prairie Provinces, 8 per cent (10 per cent) and British Columbia, 13 per cent (13 per cent). The increase for March is equal or similar to that for the three-month period in each instance.

Furniture store sales gained 22 per cent over March, 1940 and were 9 per cent higher than in February. Sales for the first quarter of 1941 averaged 17 per cent above the corresponding period a year ago.

Grocery and meat store sales averaged 8 per cent higher in March of this year than last and were up 15 per cent over February. The seasonally adjusted index for March was maintained at approximately the same level as in the preceding month. Cumulative figures for the first three months of the year show an increase of 10 per cent. Increases for each of the five regions of the country for the month of March, 1941, over March, 1940, with corresponding increases for the first quarter in brackets are as follows: Maritime Provinces, 7 per cent (10 per cent); Quebec, 5 per cent (7 per cent); Ontario, 12 per cent (12 per cent); Prairie Provinces, 4 per cent (8 per cent) and British Columbia, 11 per cent (12 per cent).

Hardware store sales gained 24 per cent over March last year and were up 26 per cent over February, the seasonally adjusted index receding from 142.4 in February to 137.6 in the month under review. Sales for the year to date averaged 18 per cent above the first quarter of 1940.

Radio and electrical store sales increased 26 per cent over March, 1940 and were 11 per cent higher than in the immediately preceding month. This increase was about in line with the usual seasonal movement, the seasonally adjusted index standing at 148.4 for March and 148.5 for February. Sales for the first quarter of 1941 stand 24 per cent above the corresponding period of last year.

The business transacted by restaurants increased 16 per cent over March, 1940 and was up 13 per cent over February. Sales for the year to date stand 14 per cent above the first quarter of 1940.

Variety store sales averaged 11 per cent higher in March of this year than last and increased 16 per cent over February. Sales for the year to date were also up about 16 per cent. Variety store sales in the Maritime Provinces gained 24 per cent over last year for the month of March and were up 27 per cent for the first quarter. Increases for March and for the year to date for the other regions follow: Quebec, 8 per cent (17 per cent); Ontario, 13 per cent (17 per cent) and Prairie Provinces, 3 per cent (9 per cent). Sales in British Columbia during March were unchanged from a year ago while figures for the first quarter were up by 6 per cent.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	March, 1941 + or - per cent compared with			Cumulative Indexes
	March 1930	March 1940	February 1941	Jan.-March, 1941 / Jan.-March, 1940
General Index	+ 0.2	+ 12.6	+ 17.2	+ 12.9
Boot and Shoe Stores	- 15.7	+ 20.3	+ 50.1	+ 18.5
Candy Stores	- 35.3	- 35.3	- 21.0	- 2.9
Men's Clothing Stores	- 16.5	+ 16.2	+ 27.7	+ 17.8
Women's Clothing Stores	- 3.3	+ 11.0	+ 42.7	+ 15.1
Department Stores	- 3.8	+ 16.8	+ 17.5	+ 13.2
Drug Stores	+ 0.1	+ 13.3	+ 10.2	+ 13.6
Furniture Stores	- 6.9	+ 21.5	+ 9.1	+ 16.7
Grocery and Meat Stores	+ 11.6	+ 8.2	+ 14.6	+ 9.9
Hardware Stores	- 4.4	+ 24.1	+ 26.4	+ 18.1
Radio and Electrical Stores	- 15.6	+ 26.0	+ 11.0	+ 24.1
Restaurants	- 27.2	+ 16.2	+ 13.1	+ 14.3
Variety Stores	+ 67.0	+ 10.6	+ 15.7	+ 16.2

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
March, 1940 and March, 1941

Region	Sales in March, 1941 compared with sales in March, 1940	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 20.3	+ 23.5
Maritime Provinces	+ 9.9	+ 8.8
Quebec	+ 19.1	+ 11.5
Ontario	+ 30.7	+ 35.1
Prairie Provinces	+ 0.2	+ 14.1
British Columbia	+ 9.7	+ 23.3

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
March, 1929	137.6	143.1	183.6	198.3	256.7	190.2	196.6	192.7	148.5	158.2	132.9	138.2	126.0	121.7
March, 1930	119.0	130.4	119.3	154.1	158.6	181.0	126.0	154.8	117.9	148.6	115.8	126.8	123.8	120.7
March, 1931	109.8	120.5	101.4	114.6	117.3	141.3	103.6	117.7	114.0	137.2	113.4	121.9	108.3	108.1
March, 1932	92.4	96.7	85.6	96.1	170.0	129.3	77.5	78.4	94.4	103.8	90.6	92.4	105.0	102.1
March, 1933	77.7	83.7	60.8	77.8	75.5	87.2	66.4	81.9	69.7	88.2	77.8	82.9	87.2	84.5
March, 1934	88.1	88.5	98.2	102.9	144.6	104.0	84.8	80.7	88.0	91.0	87.8	88.8	93.7	88.8
March, 1935	85.5	91.9	81.5	105.3	89.6	101.5	73.4	88.8	79.5	98.8	80.2	87.4	95.5	92.2
March, 1936	84.6	95.6	81.7	99.0	81.5	98.2	75.3	97.6	81.5	95.8	81.7	94.0	90.8	94.3
March, 1937	95.7	103.7	83.6	93.8	146.4	111.8	89.9	105.3	95.3	106.8	92.5	99.9	101.9	103.8
March, 1938	92.9	101.7	78.5	102.5	76.2	94.2	79.6	104.6	89.5	108.8	86.7	98.3	99.8	101.0
March, 1939	92.3	98.1	69.0	98.6	75.2	92.2	70.2	85.5	83.7	95.8	86.0	91.7	105.2	106.1
March, 1940	105.9	112.3	83.6	100.3	158.5	115.6	90.5	105.6	102.7	106.0	95.4	105.8	109.4	110.0
March, 1941	119.2	129.3	100.6	143.7	102.6	124.4	105.2	130.9	114.0	134.9	111.4	124.8	123.9	125.8
1940														
April	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
May	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.6	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.7	130.8	67.0	134.6	129.9	140.7	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	100.6	143.7	102.6	124.4	105.2	130.9	114.0	134.9	111.4	124.8	123.9	125.8

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
March, 1929	160.8	185.0	130.1	126.2	108.4	158.0	180.3	235.8	178.6	180.8	67.1	78.6
March, 1930	121.4	134.9	120.7	119.7	102.7	143.9	145.1	182.4	160.9	163.4	71.9	89.6
March, 1931	98.2	111.7	113.2	117.9	96.1	134.6	120.1	149.1	135.6	139.0	69.4	88.5
March, 1932	71.2	81.0	101.3	103.4	63.8	89.4	79.0	95.7	106.0	107.3	69.8	83.7
March, 1933	60.2	66.2	89.7	90.3	50.3	67.9	60.6	69.8	88.0	88.8	58.2	74.5
March, 1934	77.4	86.0	94.1	88.6	59.9	83.9	66.4	79.4	95.2	95.1	72.8	82.8
March, 1935	77.8	86.5	98.4	95.8	60.8	85.2	80.1	95.8	94.1	95.2	66.9	83.1
March, 1936	77.7	88.4	93.3	98.1	65.1	91.2	78.0	94.4	100.1	102.6	66.3	87.9
March, 1937	97.7	111.1	101.2	104.5	75.6	105.9	93.5	113.2	108.4	109.7	84.3	101.5
March, 1938	83.5	96.2	105.8	102.8	77.5	104.6	89.4	104.2	103.3	104.5	78.8	101.3
March, 1939	82.0	94.5	109.6	104.9	72.0	97.1	82.1	95.7	94.9	95.7	80.2	102.7
March, 1940	93.0	112.2	124.5	119.6	79.1	115.3	97.2	122.4	100.8	102.0	108.6	125.8
March, 1941	113.0	131.6	134.7	127.0	98.2	137.6	122.5	148.4	117.1	118.9	120.1	149.8
1940												
April	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
May	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
June	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	112.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	115.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.7	115.4	96.9	151.4
February	103.6	132.8	117.5	127.9	77.7	142.4	110.4	148.5	103.5	117.2	103.8	153.6
March	113.0	131.6	134.7	127.0	98.2	137.6	122.5	148.4	117.1	118.9	120.1	149.8

(d) UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
March, 1936	75.3	74.5	79.3	76.4	69.3	67.7
March, 1937	89.9	87.9	88.2	92.2	87.6	88.0
March, 1938	79.6	80.2	74.5	83.3	81.3	71.7
March, 1939	70.2	67.0	69.1	69.3	75.3	73.9
March, 1940	90.5	108.2	88.3	91.0	84.4	87.6
March, 1941	105.2	129.5	103.3	109.6	89.8	88.6
1940						
October	145.5	165.2	134.3	145.3	166.0	130.2
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.7	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	77.9
March	105.2	129.5	103.3	109.6	89.8	88.6
% Change, March, 1941 / March, 1940	+16.2	+19.7	+17.0	+20.4	+ 6.4	+ 1.1
% Change, Jan.-March, 1941 / Jan.-March, 1940	+17.8	+27.8	+13.0	+21.3	+12.1	+10.3
Women's Clothing Stores						
March, 1936	81.5	69.7	82.2	81.1	83.0	84.4
March, 1937	95.3	80.6	84.6	96.6	101.6	116.3
March, 1938	89.5	76.9	80.8	92.7	93.3	97.4
March, 1939	83.7	70.7	76.8	82.7	92.2	101.4
March, 1940	102.7	110.5	88.7	100.9	112.6	133.5
March, 1941	114.0	126.1	101.8	116.8	109.8	135.7
1940						
October	148.6	172.6	143.2	147.4	160.8	140.8
November	146.8	178.3	127.9	151.5	162.3	138.9
December	193.6	227.6	182.7	205.1	178.0	173.7
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.0	126.1	101.8	116.8	109.8	135.7
% Change, March, 1941 / March, 1940	+11.0	+14.1	+14.8	+15.8	- 2.5	+ 1.6
% Change, Jan.-March, 1941 / Jan.-March, 1940	+15.1	+23.3	+17.3	+18.0	+ 3.7	+ 9.3
Grocery and Meat Stores						
March, 1936	93.3	(g)	102.0	91.0	84.5	86.9
March, 1937	101.2	(g)	102.3	101.0	95.9	107.3
March, 1938	105.8	(g)	105.5	108.5	97.4	105.9
March, 1939	109.6	101.0	121.2	112.9	88.5	91.9
March, 1940	124.5	120.5	131.7	124.6	113.8	119.7
March, 1941	134.7	129.2	137.7	139.3	118.1	132.5
1940						
October	120.8	122.2	114.8	121.6	130.4	121.4
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.5	136.3	130.6	141.6	128.6	130.9
1941						
January	118.0	116.4	116.5	124.1	104.4	115.3
February	117.5	117.1	117.4	120.7	108.4	116.2
March	134.7	129.2	137.7	139.3	118.1	132.5
% Change, March, 1941 / March, 1940	+ 8.2	+ 7.2	+ 4.6	+11.8	+ 3.8	+10.7
% Change, Jan.-March, 1941 / Jan.-March, 1940	+ 9.9	+ 9.6	+ 6.5	+12.4	+ 7.8	+12.4

(c) Includes men's furnishings.
(d) Figures for the current year are subject to final revision.
(g) Not available.

(d) UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
March, 1936	81.7	78.2	82.9	82.6	80.3	82.8
March, 1937	92.5	86.1	94.6	92.2	91.4	97.4
March, 1938	86.7	78.3	92.9	87.1	84.3	88.8
March, 1939	86.0	71.5	91.7	87.5	82.6	90.8
March, 1940	95.4	89.8	101.8	93.9	93.0	101.4
March, 1941	111.4	115.9	116.5	111.7	104.3	118.6
1940						
October	141.1	152.1	135.9	136.6	149.0	136.9
November	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2	245.3	215.3	218.9	192.3	197.2
1941						
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.4	115.9	116.5	111.7	104.3	118.6
% Change, March, 1941 / March, 1940	+16.8	+29.1	+14.4	+19.0	+12.2	+17.0
% Change, Jan.-March, 1941 / Jan.-March, 1940	+13.2	+21.6	+11.5	+14.1	+ 9.2	+16.9
Variety Stores						
March, 1936	66.3	57.0	64.5	68.7	65.7	69.3
March, 1937	84.3	76.6	80.6	86.7	85.0	89.7
March, 1938	78.8	71.7	77.0	81.7	75.1	80.9
March, 1939	80.2	77.1	83.4	79.4	76.8	84.0
March, 1940	108.6	125.1	111.1	103.5	112.6	105.3
March, 1941	120.1	155.2	120.2	116.8	116.1	105.6
1940						
October	146.9	184.2	150.4	138.5	163.0	118.2
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2	368.5	257.2	278.1	281.7	212.9
1941						
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	120.1	155.2	120.2	116.8	116.1	105.6
% Change, March, 1941 / March, 1940	+10.6	+24.1	+ 8.2	+12.9	+ 3.1	+ 0.3
% Change, Jan.-March, 1941 / Jan.-March, 1940	+16.2	+27.2	+17.0	+17.2	+ 8.8	+ 6.3
Drug Stores						
March, 1936	90.8	88.6	96.3	91.1	86.8	87.2
March, 1937	101.9	104.9	105.9	102.8	96.5	96.6
March, 1938	99.8	99.1	105.0	100.5	92.5	100.2
March, 1939	105.2	101.2	113.8	105.0	100.6	99.5
March, 1940	109.4	116.5	115.2	108.2	106.8	102.4
March, 1941	123.9	137.6	126.3	125.6	115.4	115.2
1940						
October	124.1	129.2	120.9	118.5	138.4	128.4
November	116.9	126.4	116.7	117.7	112.4	114.5
December	161.9	196.5	154.9	156.5	169.5	163.1
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.3	125.6	115.4	115.2
% Change, March, 1941 / March, 1940	+13.3	+18.1	+ 9.6	+16.1	+ 8.1	+12.5
% Change, Jan.-March, 1941 / Jan.-March, 1940	+13.6	+19.0	+ 9.6	+15.7	+10.3	+13.0

(d) Figures for the current year are subject to final revision.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1940 AND MARCH, 1941

(Based on sales of 20 firms)

	March 1940	March 1941	% Change 1941/40
	$	$	
TOTAL SALES	17,591,016	20,873,245	+ 18.7
1. Women's dresses, coats and suits	1,906,899	2,339,633	+ 22.7
2. Girls' and infants' wear	518,230	686,145	+ 32.4
3. Hosiery and gloves	813,856	849,305	+ 4.4
4. Lingerie and corsets	735,369	882,928	+ 20.1
5. Millinery	320,716	324,023	+ 1.0
6. Women's and children's apparel--(Total, 1-5)	4,295,070	5,082,034	+ 18.3
7. Men's and boys' clothing and furnishings	1,858,115	2,107,800	+ 13.4
8. Drugs and toilet articles and preparations	572,008	645,656	+ 12.9
9. Piece goods	1,257,304	1,536,219	+ 22.2
10. Smallwares	620,527	700,774	+ 12.9
11. Food and kindred products	1,998,639	2,178,772	+ 9.0
12. Furniture (including mattresses, springs)	872,398	1,232,364	+ 41.3
13. Home furnishings	1,247,716	1,512,662	+ 21.2
14. Household appliances and electrical supplies	467,815	620,746	+ 32.7
15. Hardware and kitchen utensils	642,073	879,049	+ 36.9
16. Radios, musical instruments and supplies	270,690	284,523	+ 5.1
17. Shoes and other footwear	1,314,805	1,526,226	+ 16.1
18. Stationery, books and magazines	263,941	279,959	+ 6.1
19. All other departments, total	1,909,915	2,286,461	+ 19.7

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 4

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1941

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, APRIL, 1941

(1935 - 1939 = 100)

General Summary

The upward trend in retail purchasing in Canada was continued during April, dollar sales for the month increasing 14 per cent from March and standing 23 per cent above the level of April a year ago. The increase over April, 1940 exceeded by a considerable margin those recorded for the first three months of the year, cumulative totals for the first four months of 1941 standing 16 per cent above the corresponding period of last year. The general index of sales for the twelve lines of business for which figures are available, unadjusted for differences in number of business days or for seasonal variations, and on the base, 1935 - 1939 equals 100, stands at 135.8 for April, 119.1 for March and at 110.1 for April, 1940. On adjusting for differences in the numbers of business days in different months, for normal seasonal movements and for the shifting date of Easter, the adjusted index for April, 1941 stands at 135.4 compared with 129.3 for March, 130.6 for February and 124.6 for January. The underlying trend in retail sales for April as reflected in the adjusted index for that month was at a level 33 per cent higher than the average for the twelve months preceding the outbreak of the war.

Easter occurred in March of 1940 whereas most of the Easter business was transacted in April this year. This factor adds to the favorable comparisons in sales between April of this year and last for such trades as candy stores, shoe stores, clothing stores and variety stores. Candy stores transacted more than twice the volume of business in April of this year than last, the index for this trade showing an increase of 129 per cent. Men's clothing store sales were up 45 per cent; women's clothing stores gained 31 per cent while shoe stores were up by 39 per cent. Variety stores averaged 37 per cent higher than in April a year ago while increases of 35 per cent and 33 per cent for the women's and men's clothing departments of department stores contributed to a gain of 26 per cent for department stores as a whole. Greater activity in the building trades is reflected in a 25 per cent increase for hardware stores; restaurants gained 20 per cent and radio and electrical shops, 19 per cent. Furniture store sales were up 17 per cent; drug stores, 16 per cent and grocery and meat stores, 14 per cent.

Available figures on a geographical basis reveal the Maritime Provinces still leading in point of view of increased sales compared with last year. Increases for grocery and meat stores in various parts of the country did not deviate greatly from the average gain of 14 per cent for the country as a whole. In all other trades gains in the Maritime Provinces exceeded those for other regions. Ontario was second in point of view of sales increases followed in order by Quebec, the Prairie Provinces and British Columbia.

Results for Individual Trades

Shoe store sales gained 49 per cent from March and were 39 per cent higher than in April a year ago while cumulative figures for the first four months of the current year revealed an increase of 25 per cent over the corresponding period of 1940. All regions reported increases over April of 1940, gains ranging from 50 per cent in the Maritime Provinces to 25 per cent in British Columbia being recorded.

Candy store sales were 80 per cent above March and 129 per cent above April of 1940, an increase which must be attributed in large measure to the fact that Easter occurred in April this year and in March a year ago. Cumulative figures for the first four months of 1941 averaged 23 per cent above the same period of 1940.

Men's clothing store sales were up 45 per cent over April, 1940 and increased 41 per cent over March, 1941, while cumulative figures for the first four months of the current year averaged 26 per cent above the similar period of 1940. The 41 per cent increase over March of 1941 was greater than the normal seasonal movement for this time of year, the seasonally adjusted index standing at 144.0 for April compared with 130.0 for the preceding month. Results on a regional basis indicate that the Maritime Provinces led in point of view of increased sales both for the month and also for the year to date. Percentage increases for April of this year compared with last for the various divisions with results for the first four months in brackets are as follows: Maritime Provinces, 59 per cent (37 per cent); Quebec, 47 per cent (23 per cent); Ontario, 51 per cent (30 per cent); Prairie Provinces, 28 per cent (17 per cent); British Columbia, 19 per cent (12 per cent).

Stores specializing in women's clothing transacted 48 per cent more business in April than in March and were up 31 per cent compared with April, 1940. Cumulative figures for the year to date stand at 21 per cent above the corresponding period a year ago. Results by provinces for the month with figures for the year to date in brackets follow: Maritime Provinces, 57 per cent (34 per cent); Quebec, 32 per cent (23 per cent); Ontario, 33 per cent (23 per cent); Prairie Provinces, 27 per cent (11 per cent); British Columbia, 15 per cent (12 per cent).

Department store sales increased 26 per cent over April a year ago and were up 19 per cent compared with March, while sales for the year to date stand 17 per cent above the first four months of 1940. While all separate departments for which figures are available reported increases, the gains for women's and men's clothing exceeded those for all other items. The women's and children's apparel department was up 35 per cent over April, 1940, while men's and boys' clothing and furnishings gained 33 per cent. Other major increases included a 29 per cent gain for the furniture department, a 27 per cent increase for hardware and kitchen utensils and a 24 per cent increase for shoes and other footwear. The household appliance and electrical supplies department was up 19 per cent while food and kindred products gained 17 per cent. Department store sales in the Maritime Provinces were 43 per cent higher in April of this year than last and stood 28 per cent higher for the year to date. Increases for other regions were more moderate, gains over April a year ago and for the year to date being as follows: Quebec, 26 per cent (16 per cent); Ontario, 27 per cent (18 per cent); Prairie Provinces, 21 per cent (13 per cent); British Columbia, 20 per cent (18 per cent).

Drug store sales declined 2 per cent from March but were 16 per cent above April, 1940, while figures for the first four months of the current year averaged 14 per cent higher than for the corresponding period a year ago. On making allowance for differences in number of business days and for normal seasonal movements, the seasonally adjusted indexes indicate that there has been but little change in the underlying trend in drug store sales since the beginning of the year, the adjusted index standing at 125.1 for April, 125.8 for March and 124.6 for February. In conformity with the results for other trades, drug store sales increased by a larger margin in the Maritime Provinces than in other sections of the country. Sales in the Maritime Provinces were 31 per cent higher than in April of 1940, while sales for the first four months were up 22 per cent over the corresponding period last year. Percentage increases for other regions for April of this year over last with results for the year to date in brackets are as follows: Quebec, 9 per cent (9 per cent); Ontario, 18 per cent (16 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 11 per cent (13 per cent).

Furniture store sales gained 21 per cent over March and were 17 per cent higher than April a year ago. Cumulative figures for the first four months also reveal an increase of 17 per cent compared with the corresponding period of 1940.

Grocery and meat stores declined 2 per cent below March but transacted 14 per cent more business than in April last year, while totals for the year to date indicate an increase of 11 per cent. On making allowance for differences in number of business days, for differences in the sales importance of different days of the week and for normal seasonal movements, the adjusted index of grocery and meat store sales moved upward from 126.9 for March to 136.9 for April. Increases for the various regions of the country were more uniform for this trade than for others included in this survey. Increases over April a year ago for each of the five economic divisions with results for the year to date in brackets are as follows: Maritime Provinces, 12 per cent (10 per cent); Quebec, 12 per cent (8 per cent); Ontario, 16 per cent (13 per cent); Prairie Provinces, 12 per cent (8 per cent); British Columbia, 14 per cent (12 per cent).

Hardware store sales gained 25 per cent over April a year ago and were up 41 per cent above March, the seasonally adjusted index receding slightly from 137.2 in March to 135.3 in the month under review. Sales for the year to date were up by 20 per cent.

Radio and electrical store sales gained 19 per cent over April, 1940, and were 18 per cent higher than in the immediately preceding month this year. The increase over March, 1941, was considerably greater than the usual seasonal movement for this trade, the seasonally adjusted index advancing from 145.6 in March to 155.7 in April. Sales for the first four months of the current year stand 22 per cent above the corresponding period a year ago.

Restaurants transacted 20 per cent more business in April of this year than last and were about on a par with the March level, the seasonally adjusted index remaining practically unchanged at 119.5 for April and 119.3 for March. Sales for the year to date are up 16 per cent.

Variety store sales averaged 37 per cent higher in April of this year than last and increased 18 per cent over February. Sales for the year to date were up 22 per cent. Increases for this trade both for the month of April and also for the year to date were highest in the Maritime Provinces and lowest in British Columbia, percentage increases for the month under review and for the four-month period compared with corresponding intervals of 1940 being as follows: Maritime Provinces, 56 per cent (35 per cent); Quebec, 36 per cent (23 per cent); Ontario, 36 per cent (23 per cent); Prairie Provinces, 36 per cent (16 per cent); British Columbia, 20 per cent (10 per cent).

Jewellery stores continue the marked increases recorded in earlier months, sales for April averaging 33 per cent above April a year ago. All provinces reported increases as follows: Maritime Provinces, 41 per cent; Quebec, 39 per cent; Ontario, 34 per cent; Prairie Provinces, 20 per cent; British Columbia, 30 per cent.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	April, 1941 + or - per cent compared with			Cumulative Indexes
	April 1930	April 1940	March 1941	Jan.-April, 1941 / Jan.-April, 1940
General Index	- 0.4	+ 23.3	+ 14.0	+ 15.7
Boot and Shoe Stores	- 9.4	+ 39.3	+ 49.2	+ 25.3
Candy Stores	- 17.9	+129.1	+ 79.7	+ 22.8
Men's Clothing Stores	- 20.4	+ 45.3	+ 41.3	+ 25.8
Women's Clothing Stores ...	- 1.6	+ 31.2	+ 47.9	+ 20.9
Department Stores	- 4.3	+ 25.8	+ 18.8	+ 16.8
Drug Stores	+ 3.1	+ 16.4	- 2.4	+ 14.3
Furniture Stores	- 5.6	+ 16.5	+ 21.4	+ 16.5
Grocery and Meat Stores ...	+ 4.6	+ 14.0	- 1.6	+ 10.8
Hardware Stores	+ 9.3	+ 25.1	+ 40.9	+ 20.4
Radio and Electrical Stores	+ 15.0	+ 19.2	+ 18.0	+ 22.1
Restaurants	- 24.1	+ 20.2	+ 1.3	+ 15.9
Variety Stores	+ 74.9	+ 36.9	+ 17.9	+ 22.1

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores April, 1940 and April, 1941

Region	Sales in April, 1941 compared with Sales in April, 1940	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 39.3	+ 33.1
Maritime Provinces	+ 50.4	+ 40.5
Quebec	+ 41.9	+ 39.2
Ontario	+ 39.7	+ 34.0
Prairie Provinces	+ 35.9	+ 20.2
British Columbia	+ 24.8	+ 29.7

Regional Trends in Retail Trade, First Quarter of 1941

Indexes of sales are now computed on a regional basis for six of the twelve lines of business included in this monthly survey. Indexes of country general store sales are issued in a separate bulletin(1) and these are also computed on a geographical basis. In addition, figures are available relating to the number and value of new passenger cars sold in the various provinces(2). The indexes for the six trades have been combined with those for country general stores and with the data for new passenger car deliveries in order to derive an index which will provide an indication of the general trend in retail purchasing in each of the five economic divisions of the country. While the figures thus obtained cannot claim the representativeness of a more complete survey, they are believed to be sufficiently accurate to reflect any significant differences in the trends in retail trade in different parts. A comparison of retail trade during the first quarter of 1941 with the corresponding period of 1940 for each of the five economic divisions follows.

Maritime Provinces

Retail trade in the Maritimes averaged 12 per cent higher for the first three months of 1941 than in the corresponding period a year ago. This gain, while substantial, is considerably below the pronounced increases which characterized comparisons in the Maritimes between war and pre-war periods indicating that a considerable portion of the slack in consumer purchasing has been taken up. Sales for the first quarter of 1940 ranged 24 per cent above the first quarter of 1939 while a direct comparison between 1941 and 1939 reveals an increase of 40 per cent.

Rural purchasing has increased but slightly in the Maritime Provinces, sales of country general stores averaging only 1 per cent higher in the first quarter of this year compared with last. On the other hand, urban buying, as reflected in department store sales, gained 22 per cent in the same comparison. Variety store sales gained 27 per cent and drug store sales were up 19 per cent while grocery and meat store sales were 10 per cent above last year. Sales of men's clothing stores were 28 per cent above the first quarter of last year while the increase for stores specializing in women's clothing was only slightly less at 23 per cent. There were 1,471 new passenger cars sold for $1,866,279 in the Maritimes during the first quarter of the current year, down 8 per cent in number but up 8 per cent in value compared with the corresponding period of last year.

Quebec

Dollar volume of retail trade in Quebec province was 12 per cent higher in the first quarter of this year than last and was 25 per cent above the level of two years ago. Gains were more uniform for rural and urban sections in Quebec than in other regions of the country, increased prices for some farm products stimulating country purchasing. Country general store sales averaged 10 per cent higher for the first three months of 1941 compared with the corresponding period a year ago. Urban buying, as reflected in department store trade, was up by 12 per cent while gains for other types of business for which figures are available were 17 per cent for variety stores and for women's clothing stores, 13 per cent for men's clothing stores, 10 per cent for drug stores and 7 per cent for grocery and meat stores. A pronounced increase in the number of new passenger cars sold was recorded in March, sales for the month exceeding by 42 per cent in number and 62 per cent in value the corresponding figures for March last year. There were 4,697 new passenger models sold for $6,121,137 in Quebec during the three-month period, up 16 per cent in number and 30 per cent in value over the first quarter of 1940.

Ontario

Retail sales in Ontario averaged 13 per cent higher during the first quarter of this year than last and were 31 per cent above the dollar volume of business transacted two years ago. Early spring conditions stimulated the clothing trades during March with the result that sales of men's clothing stores averaged 21 per cent higher for the first three months of this year over last while women's clothing stores were up by 18 per cent. Variety stores transacted 17 per cent more

(1) Monthly Indexes of Country General Store Sales.
(2) Monthly Sales of New Motor Vehicles in Canada.
Annual subscription for each series, $1.00.

business than a year ago; drug stores gained 16 per cent; department stores, 14 per cent and grocery and meat stores, 12 per cent. Apart from an improvement in the eastern parts of the province in March there was but slight change in the amount of business done by country general stores in Ontario compared with last year. Sales averaged only 5 per cent higher for the first quarter of 1941 over 1940. An increase of 16 per cent in March sales in the eastern parts of the province may be attributed to a considerable degree to the mild weather prevailing during that month compared with the wintry conditions which prevailed in the corresponding month a year ago.

Passenger car sales in Ontario numbered 11,809 during the first quarter of this year and these sold for $14,942,696. These figures represent a decrease of 4 per cent in number of units and an increase of 11 per cent in value compared with the corresponding period last year.

Prairie Provinces

Reflecting the deferring of wheat marketings and the greater relative importance of agricultural income in the total purchasing power, retail sales in the Prairie Provinces during the first quarter of the year did not register the gains recorded in other sections of the country. Nevertheless, retail trade is estimated at 4 per cent above the first quarter of 1940, a gain which when superimposed upon a 26 per cent increase which took place in the first quarter of 1940 compared with 1939 brings the dollar value of sales for the first three months of the current year to a level 31 per cent higher than that two years ago. New passenger car sales were lower, 3,744 new passenger models selling for $4,684,071 during the first quarter of this year, down 28 per cent in number and 16 per cent in value from the corresponding period of last year. Slight increases in country general store sales in Alberta and Manitoba were offset by a reduction in Saskatchewan with the result that sales for the Prairie Provinces as a whole were unchanged from last year. Moderate increases were general for urban trade with gains of 12 per cent for men's clothing stores, 4 per cent for women's clothing stores, 8 per cent for grocery and meat stores, 9 per cent for department stores and variety stores and 10 per cent for drug stores being reported.

British Columbia

Marked increase in urban consumer purchasing compared with last year is reflected in retail trade statistics for this province, sales for the first quarter of the year averaging 14 per cent above the dollar volume recorded a year ago and 30 per cent above the level of 1939. Department stores transacted 17 per cent more business than in the first quarter of 1940 while gains for other types of business were 10 per cent for men's clothing stores, 9 per cent for women's clothing stores, 12 per cent for grocery and meat stores, 6 per cent for variety stores and 13 per cent for drug stores. Country general stores were up by 4 per cent. There were 2,006 new passenger models sold for $2,525,827 in the first quarter of this year, up 7 per cent in number and 24 per cent in value compared with last year.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
April, 1929	136.9	137.4	176.9	172.8	160.5	193.3	191.5	168.4	150.6	141.0	136.3	141.9	116.7	120.4
April, 1930	136.3	132.0	164.4	142.9	223.2	175.1	185.4	141.3	172.5	145.3	138.2	138.1	117.3	120.2
April, 1931	120.5	119.8	138.7	138.0	184.6	144.2	142.2	117.4	148.1	132.8	123.7	126.8	105.6	108.2
April, 1932	98.6	94.7	118.3	108.3	105.2	119.2	92.1	75.6	116.1	101.5	101.7	103.9	100.5	100.3
April, 1933	85.5	82.0	96.8	82.9	138.2	105.9	107.9	80.3	97.8	80.4	87.2	88.9	82.6	84.4
April, 1934	85.6	88.1	94.5	94.6	94.8	117.4	88.7	80.2	92.7	89.3	86.8	92.7	86.6	91.2
April, 1935	93.5	90.9	110.6	95.8	135.5	106.7	113.4	87.1	105.8	89.8	94.8	94.7	89.6	92.4
April, 1936	96.1	93.0	108.5	102.1	143.9	112.4	103.9	97.4	126.8	103.0	94.3	91.2	92.7	96.0
April, 1937	104.8	102.4	108.1	104.8	81.9	97.5	109.1	106.1	126.4	103.6	101.3	101.5	98.4	101.5
April, 1938	109.7	103.2	122.3	100.7	133.4	95.2	115.8	103.2	137.8	102.3	103.8	99.7	101.2	102.1
April, 1939	104.2	103.4	114.2	96.2	135.3	99.8	101.2	98.2	126.3	100.6	97.1	102.0	102.8	106.1
April, 1940	110.1	110.0	106.9	101.5	80.0	98.7	101.5	102.6	129.4	111.8	105.2	106.2	103.9	108.3
April, 1941	135.8	135.4	148.9	128.4	183.3	138.5	147.5	144.0	169.8	135.4	132.3	133.5	120.9	125.1
1940														
May	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.6	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.6	67.0	134.6	129.9	140.7	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.1	129.3	99.8	142.6	102.0	123.7	104.4	130.0	114.8	135.8	111.4	124.8	123.9	125.8
April	135.8	135.4	148.9	128.4	183.3	138.5	147.5	144.0	169.8	135.4	132.3	133.5	120.9	125.1

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
April, 1929	160.0	142.6	126.4	125.2	141.9	133.8	167.4	221.9	174.5	175.3	64.6	73.9
April, 1930	144.9	133.8	126.7	124.8	126.2	123.8	123.5	170.2	156.8	157.5	81.6	89.3
April, 1931	119.7	110.6	116.0	115.5	111.3	109.2	101.0	137.4	134.4	135.0	81.9	92.2
April, 1932	91.7	79.9	97.4	88.4	92.9	87.6	75.4	97.3	106.5	105.6	76.1	82.6
April, 1933	71.7	66.4	84.0	79.1	73.5	75.1	55.5	73.7	86.9	87.6	70.6	74.6
April, 1934	89.2	78.8	85.6	86.9	82.6	81.0	61.7	77.7	91.4	93.0	65.9	77.6
April, 1935	101.6	89.0	88.6	88.0	90.7	89.0	73.6	92.7	93.6	94.0	77.4	84.7
April, 1936	107.7	93.4	91.1	89.8	94.0	92.2	87.3	95.8	98.2	98.6	82.4	89.8
April, 1937	124.2	105.0	104.7	100.9	113.4	106.9	105.3	111.1	106.8	106.9	84.8	97.4
April, 1938	112.0	101.0	112.0	106.5	109.1	107.0	101.8	111.7	99.5	98.6	102.6	105.1
April, 1939	102.6	95.9	110.0	108.7	96.6	98.7	92.8	106.0	93.3	94.0	100.9	106.6
April, 1940	117.4	104.7	116.2	116.2	110.2	103.9	119.1	125.6	99.0	99.4	104.2	120.6
April, 1941	136.8	126.3	132.5	136.9	137.9	135.3	142.0	155.7	119.0	119.5	142.7	156.2
1940												
May	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
June	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.7	115.4	96.9	151.4
February	103.6	132.8	116.9	127.3	77.7	142.4	110.4	148.5	103.7	117.4	103.8	153.6
March	112.7	131.3	134.6	126.9	97.9	137.2	120.3	145.6	117.5	119.3	121.0	150.9
April	136.8	126.3	132.5	136.9	137.9	135.3	142.0	155.7	119.0	119.5	142.7	156.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
April, 1936	103.9	97.9	105.8	106.5	100.4	94.7
April, 1937	109.1	97.4	120.0	109.1	104.7	94.6
April, 1938	115.8	122.7	121.8	117.1	106.2	99.5
April, 1939	101.2	97.8	101.1	102.3	104.2	94.0
April, 1940	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941	147.5	185.9	153.1	153.1	120.9	108.2
1940						
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.7	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	77.9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	147.5	185.9	153.1	153.1	120.9	108.2
% Change, April, 1941 / April, 1940	+45.3	+59.2	+46.8	+51.1	+27.8	+18.8
% Change, Jan.-April, 1941 / Jan.-April, 1940	+25.8	+36.9	+22.6	+30.3	+17.1	+11.8
Women's Clothing Stores						
April, 1936	126.8	105.4	134.5	124.6	128.8	122.4
April, 1937	126.4	102.0	151.7	120.5	120.3	105.0
April, 1938	137.8	133.5	149.6	133.5	136.1	130.5
April, 1939	126.3	113.3	125.1	125.4	132.5	130.4
April, 1940	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941	169.8	204.7	171.9	176.1	145.1	153.5
1940						
November	146.8	178.3	127.9	151.5	162.3	138.9
December	193.6	227.6	182.7	205.1	178.0	173.7
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.8	204.7	171.9	176.1	145.1	153.5
% Change, April, 1941 / April, 1940	+31.2	+56.9	+31.5	+32.9	+27.2	+15.2
% Change, Jan.-April, 1941 / Jan.-April, 1940	+20.9	+34.4	+22.9	+23.2	+11.4	+12.0
Grocery and Meat Stores						
April, 1936	91.1	(g)	94.4	90.7	86.5	88.2
April, 1937	104.7	(g)	104.8	103.2	106.3	109.6
April, 1938	112.0	(g)	114.4	113.4	103.4	108.9
April, 1939	110.0	103.8	119.0	113.1	93.1	94.1
April, 1940	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941	132.5	124.1	135.0	136.1	120.5	133.1
1940						
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.5	136.3	130.6	141.6	128.6	130.9
1941						
January	118.0	116.4	116.5	124.1	104.4	115.3
February	116.9	117.1	117.4	120.7	104.0	116.0
March	134.6	129.6	137.7	139.3	118.1	131.0
April	132.5	124.1	135.0	136.1	120.5	133.1
% Change, April, 1941 / April, 1940	+14.0	+11.7	+12.3	+16.3	+12.1	+13.6
% Change, Jan.-April, 1941 / Jan.-April, 1940	+10.8	+10.2	+ 8.0	+13.4	+ 7.8	+12.4

(c) Includes men's furnishings. (g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
April, 1936	94.3	90.5	93.9	94.8	94.4	94.8
April, 1937	101.3	98.3	104.9	102.6	99.2	99.5
April, 1938	103.8	100.4	115.1	104.7	98.2	102.5
April, 1939	97.1	88.6	103.1	97.4	94.6	99.5
April, 1940	105.2	102.3	113.5	107.4	99.6	103.5
April, 1941	132.3	145.8	143.5	136.8	120.7	123.8
1940						
November	150.9	155.5	141.0	150.0	160.8	139.7
December	210.2	245.3	215.3	218.9	192.3	197.2
1941						
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.4	115.9	116.1	111.9	104.3	118.6
April	132.3	145.8	143.5	136.8	120.7	123.8
% Change, April, 1941 / April, 1940	+25.8	+42.5	+26.4	+27.4	+21.2	+19.6
% Change, Jan.-April, 1941 / Jan.-April, 1940	+16.8	+27.5	+15.7	+18.0	+12.6	+17.7
Variety Stores						
April, 1936	82.4	72.8	82.5	83.9	81.9	85.4
April, 1937	84.8	76.2	85.0	85.4	87.8	86.0
April, 1938	102.6	93.4	105.5	104.6	97.2	100.1
April, 1939	100.9	100.5	104.6	99.3	100.5	99.0
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941	142.7	182.4	148.6	136.8	140.0	117.7
1940						
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2	368.5	257.2	278.1	281.7	212.9
1941						
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	142.7	182.4	148.6	136.8	140.0	117.7
% Change, April, 1941 / April, 1940	+36.9	+55.6	+36.1	+36.4	+36.1	+20.2
% Change, Jan.-April, 1941 / Jan.-April, 1940	+22.1	+35.2	+22.8	+22.6	+16.0	+10.0
Drug Stores						
April, 1936	92.7	91.2	93.8	92.5	93.6	91.0
April, 1937	98.4	99.6	100.5	97.7	97.7	98.6
April, 1938	101.2	102.5	103.0	101.1	98.6	102.5
April, 1939	102.8	101.0	102.3	99.3	115.7	97.7
April, 1940	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941	120.9	140.1	117.6	120.4	120.6	115.2
1940						
November	116.9	126.4	116.7	117.7	112.4	114.5
December	161.9	196.5	154.9	156.5	169.5	163.1
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.9	140.1	117.6	120.4	120.6	115.2
% Change, April, 1941 / April, 1940	+16.4	+31.3	+ 9.0	+18.0	+16.5	+10.7
% Change, Jan.-April, 1941 / Jan.-April, 1940	+14.3	+22.0	+ 9.4	+16.3	+11.9	+12.5

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1940 AND APRIL, 1941

(Based on sales of 20 firms)

	April 1940	April 1941	% Change 1941/1940
	$	$	
TOTAL SALES	19,816,196	24,912,560	+ 25.7
1. Women's dresses, coats and suits	2,434,869	3,368,429	+ 38.3
2. Girls' and infants' wear	652,725	1,018,175	+ 56.0
3. Hosiery and gloves	912,453	1,117,262	+ 22.4
4. Lingerie and corsets	756,692	929,886	+ 22.9
5. Millinery	412,318	547,564	+ 32.8
6. Women's and children's apparel--(Total, 1-5)	5,169,057	6,981,316	+ 35.1
7. Men's and boys' clothing and furnishings	2,093,641	2,781,160	+ 32.8
8. Drugs and toilet articles and preparations	520,017	589,288	+ 13.3
9. Piece goods	1,256,743	1,392,156	+ 10.8
10. Smallwares	610,796	695,041	+ 13.8
11. Food and kindred products	1,822,817	2,134,617	+ 17.1
12. Furniture (including mattresses, springs)	1,048,614	1,354,246	+ 29.1
13. Home furnishings	1,573,493	1,839,499	+ 16.9
14. Household appliances and electrical supplies	632,928	750,897	+ 18.6
15. Hardware and kitchen utensils	887,193	1,127,322	+ 27.1
16. Radios, musical instruments and supplies	238,179	246,874	+ 3.7
17. Shoes and other footwear	1,641,999	2,038,592	+ 24.2
18. Stationery, books and magazines	206,230	242,945	+ 17.8
19. All other departments, total	2,114,489	2,738,607	+ 29.5

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1941

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MONTHLY INDEXES OF RETAIL SALES, MAY, 1941

(1935 - 1939 = 100)

General Summary

Partially as a result of higher prices and partly due to an increase in the amount of goods purchased, customers spent 19 per cent more money in retail stores in Canada in May of this year than last, and 5 per cent more than in the month of April. Sales for the first five months of the year stand 17 per cent above the corresponding period of 1940 and 30 per cent above the average of the first five months of 1939. These figures are based on monthly statements of sales covering a sample number of approximately 6,500 retail stores giving representation to 12 different lines of business and dealing chiefly in food, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base, 1935 - 1939 equals 100 stands at 142.9 for May, 1941, 135.7 for April and 119.9 for May last year.

To what extent the gain in aggregate dollar volume represents higher prices and to what extent it reflects an increase in the volume of goods purchased cannot be accurately measured. The Bureau's retail price index averaged 5 per cent higher for the first five months of 1941 than for the corresponding period of 1940 and 11 per cent above the first five months of 1939. While indexes of prices and dollar sales are not strictly comparable, nevertheless the comparison is sufficiently valid to show that not more than about one third of the increase in dollar sales should be attributed to price movements.

The occurrence of five Saturdays in May of this year and only four in May a year ago tends to produce a favorable comparison for the month under review. On adjusting for differences in numbers of business days, including an allowance for the varying sales importance of the various days of the week, and on adjusting further for normal seasonal movements, the adjusted index of sales stands at 134.5 for May, practically on a par with the April index of 135.3 and 18 per cent above the level of May a year ago.

All lines of business shared in the increase recorded over May a year ago. Stores specializing in radios and electrical appliances reported a 10 per cent gain in dollar volume over May last year. This spread was considerably reduced from that recorded for earlier months, sales for the year to-date standing 20 per cent above the corresponding period of 1940. Hardware store sales were up 14 per cent while gains for the other 10 trades included in the survey ranged from 15 per cent for restaurants to 27 per cent for variety stores. Gains over May last year for the other trades were as follows: furniture stores, 18 per cent; grocery and meat stores, 18 per cent; drug stores, 18 per cent; department stores, 20 per cent; women's clothing stores, 20 per cent; candy stores, 21 per cent; shoe stores, 22 per cent; men's clothing stores, 26 per cent.

An analysis of departmental store sales by departments shows the furniture department leading in point of view of increased sales compared with May last year with a gain of 34 per cent. The increase for hardware and kitchen utensils was only slightly less at 31 per cent, while household appliances were up 27 per cent. Increases for other specified departments were below 25 per cent, gains for some of the more important being as follows: women's and children's apparel, 20 per cent; men's and boys' clothing and furnishings, 18 per cent; home furnishings, 18 per cent and shoes, 13 per cent.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	May, 1941 + or - per cent compared with			Cumulative Indexes
	May 1930	May 1940	April 1941	Jan.-May, 1941 / Jan.-May, 1940
General Index	+ 3.1	+ 19.2	+ 5.3	+ 16.5
Boot and Shoe Stores	- 11.0	+ 21.6	- 3.8	+ 24.3
Candy Stores	- 28.2	+ 20.9	- 26.4	+ 21.1
Men's Clothing Stores	- 13.8	+ 26.4	- 7.2	+ 25.9
Women's Clothing Stores	- 12.4	+ 20.2	- 16.4	+ 20.8
Department Stores	- 2.0	+ 20.1	+ 1.7	+ 17.5
Drug Stores	+ 7.9	+ 18.2	+ 5.0	+ 15.1
Furniture Stores	+ 0.1	+ 17.5	+ 24.9	+ 17.0
Grocery and Meat Stores	+ 11.7	+ 18.3	+ 10.9	+ 12.4
Hardware Stores	+ 10.8	+ 14.4	+ 23.4	+ 18.4
Radio and Electrical Stores	+ 29.2	+ 10.4	+ 13.5	+ 19.7
Restaurants	- 28.7	+ 14.9	+ 0.4	+ 15.3
Variety Stores	+ 72.0	+ 27.2	+ 10.7	+ 23.5

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
May, 1940 and May, 1941

Region	Sales in May, 1941 compared with Sales in May, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 21.6	+ 21.2
Maritime Provinces	+ 20.1	+ 37.0
Quebec	+ 12.1	+ 10.5
Ontario	+ 30.9	+ 25.5
Prairie Provinces	+ 13.3	+ 18.7
British Columbia	+ 7.5	+ 24.6

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
May, 1929	144.5	135.4	198.8	173.3	200.4	200.6	176.6	150.8	159.7	145.1	140.5	135.7	120.6	122.9
May, 1930	138.6	128.5	160.9	139.7	182.2	173.9	158.1	134.0	162.1	146.1	137.2	132.0	117.6	117.3
May, 1931	118.3	109.2	137.6	116.3	150.9	148.3	121.0	99.8	137.0	120.2	116.9	115.2	105.5	107.2
May, 1932	96.7	93.7	122.2	108.6	115.5	120.6	91.6	81.4	103.9	98.2	96.5	97.0	92.2	96.8
May, 1933	89.8	84.5	103.2	88.8	102.8	104.1	89.2	77.1	94.5	86.9	91.6	88.8	82.0	84.4
May, 1934	96.3	89.9	122.6	105.0	103.0	103.9	101.7	87.2	101.7	92.8	96.3	93.4	87.8	89.8
May, 1935	93.6	88.0	107.7	89.2	104.4	104.5	96.4	82.3	92.9	84.4	92.2	89.1	89.9	91.6
May, 1936	101.9	94.5	129.9	102.6	101.5	99.7	104.6	98.0	112.5	101.5	97.8	96.3	94.4	95.9
May, 1937	110.4	103.3	130.1	102.8	106.4	105.3	114.1	108.6	111.8	104.4	104.3	103.2	101.4	104.0
May, 1938	101.5	99.6	101.8	85.3	94.1	98.3	91.7	97.3	96.4	95.5	95.1	95.6	97.0	101.8
May, 1939	107.7	103.0	112.4	96.7	92.7	93.9	95.0	98.0	104.2	100.4	101.4	98.4	102.7	105.7
May, 1940	119.9	113.7	117.8	100.9	108.3	108.4	107.8	109.9	118.1	112.4	111.9	108.1	107.4	109.5
May, 1941	142.9	134.5	143.2	122.2	130.9	124.9	136.3	137.9	142.0	134.1	134.4	129.4	126.9	126.5
1940														
June	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	127.5	138.1	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	103.1	125.0	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.3	148.8	128.3	177.9	134.4	146.9	143.4	169.9	135.4	132.1	133.3	120.8	125.1
May	142.9	134.5	143.2	122.2	130.9	124.9	136.3	137.9	142.0	134.1	134.4	129.4	126.9	126.5

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
May, 1929	174.4	143.8	133.7	126.7	149.6	107.9	183.3	227.6	188.3	184.3	89.4	86.2
May, 1930	172.2	142.0	131.2	122.8	153.1	110.4	128.6	159.7	166.8	161.7	92.3	88.7
May, 1931	123.9	103.4	115.6	108.8	127.2	95.4	105.0	135.6	137.1	134.6	91.0	84.8
May, 1932	91.2	77.3	95.5	94.2	112.4	84.3	69.1	86.0	101.1	100.5	81.0	80.7
May, 1933	84.6	66.4	90.6	87.2	99.7	71.9	62.8	71.6	88.7	87.1	72.7	70.4
May, 1934	110.2	86.5	93.9	87.6	118.7	85.6	73.2	82.5	96.6	94.8	81.2	78.6
May, 1935	105.0	82.5	90.8	88.5	114.5	82.6	85.8	96.7	96.0	93.9	79.8	80.1
May, 1936	117.7	93.5	97.7	90.3	123.6	92.7	107.2	95.9	101.2	99.4	93.4	90.5
May, 1937	139.1	110.5	107.3	101.0	139.7	104.8	124.2	111.1	103.0	101.4	106.6	103.7
May, 1938	121.9	100.0	102.1	103.6	137.0	105.9	113.6	101.6	98.9	98.4	98.2	101.7
May, 1939	125.2	99.9	109.7	108.7	136.9	101.7	122.4	105.3	100.5	98.7	106.9	107.7
May, 1940	146.6	117.0	123.9	120.8	148.3	110.2	150.4	129.4	103.6	101.4	124.8	125.2
May, 1941	172.3	137.5	146.6	141.3	169.7	126.1	166.1	142.9	119.0	115.3	158.8	158.7
1940												
June	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	116.9	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.6	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.6	137.5	134.9	146.3	160.5	118.5	119.0	143.4	157.0
May	172.3	137.5	146.6	141.3	169.7	126.1	166.1	142.9	119.0	115.3	158.8	158.7

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
May, 1936	104.6	97.2	113.6	102.5	100.2	102.8
May, 1937	114.1	112.3	130.6	108.9	105.4	109.1
May, 1938	91.7	97.0	103.6	85.2	86.5	95.7
May, 1939	95.0	98.9	107.5	89.0	89.0	97.0
May, 1940	107.8	130.0	120.4	100.8	99.9	101.2
May, 1941	136.3	177.7	143.0	134.7	123.1	109.2
1940						
December	199.7	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	77.9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	146.9	185.9	149.7	154.0	120.6	106.4
May	136.3	177.7	143.0	134.7	123.1	109.2
% Change, May, 1941 / May, 1940	+26.4	+36.7	+18.8	+33.6	+23.2	+ 7.9
% Change, Jan.-May, 1941 / Jan.-May, 1940	+25.9	+36.8	+20.9	+31.3	+18.5	+10.5
Women's Clothing Stores						
May, 1936	112.5	101.5	118.5	108.1	119.6	111.6
May, 1937	111.8	113.9	123.7	106.4	107.1	112.2
May, 1938	96.4	111.6	103.4	89.1	96.4	107.3
May, 1939	104.2	120.2	113.0	97.1	99.9	115.6
May, 1940	118.1	162.1	125.0	108.5	118.0	128.5
May, 1941	142.0	198.5	149.3	136.9	128.5	143.5
1940						
December	193.6	227.6	182.7	205.1	178.0	173.7
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.9	200.9	173.3	175.2	145.6	156.5
May	142.0	198.5	149.3	136.9	128.5	143.5
% Change, May, 1941 / May, 1940	+20.2	+22.5	+19.4	+26.2	+ 8.9	+11.7
% Change, Jan.-May, 1941 / Jan.-May, 1940	+20.8	+30.3	+22.3	+23.7	+10.9	+12.5
Grocery and Meat Stores						
May, 1936	97.7	(g)	100.2	97.0	96.9	92.7
May, 1937	107.3	(g)	107.3	105.7	108.6	113.6
May, 1938	102.1	(g)	103.8	102.1	98.1	102.5
May, 1939	109.7	107.7	113.0	110.4	104.7	103.6
May, 1940	123.9	119.7	124.0	122.8	128.2	126.8
May, 1941	146.6	143.2	144.1	150.6	141.9	146.2
1940						
December	135.5	136.3	130.6	141.6	128.6	130.9
1941						
January	118.0	116.4	116.5	124.1	104.4	115.3
February	116.9	117.1	117.4	120.7	104.3	116.0
March	134.6	129.6	137.7	139.3	118.5	131.0
April	132.2	124.1	135.0	135.8	120.3	132.0
May	146.6	143.2	144.1	150.6	141.9	146.2
% Change, May, 1941 / May, 1940	+18.3	+19.6	+16.2	+22.6	+10.7	+15.3
% Change, Jan.-May, 1941 / Jan.-May, 1940	+12.4	+12.2	+ 9.7	+15.3	+ 8.6	+12.8

(c) Includes men's furnishings. (g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
May, 1936	97.8	100.6	98.9	98.9	95.6	96.2
May, 1937	104.3	117.2	112.6	103.4	99.5	101.4
May, 1938	95.1	101.7	105.1	95.1	89.3	93.5
May, 1939	101.4	108.4	113.2	101.5	95.6	96.8
May, 1940	111.9	125.0	122.7	113.3	103.5	106.9
May, 1941	134.4	160.3	143.2	137.8	121.9	127.4
1940						
December	210.2	245.3	215.3	218.9	192.3	197.2
1941						
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.1	144.2	143.0	136.9	121.4	121.7
May	134.4	160.3	143.2	137.8	121.9	127.4
% Change, May, 1941 / May, 1940	+20.1	+28.2	+16.7	+21.6	+17.8	+19.2
% Change, Jan.-May, 1941 / Jan.-May, 1940 .	+17.5	+27.4	+15.8	+18.9	+13.9	+17.8
Variety Stores						
May, 1936	93.4	83.8	98.1	95.0	89.6	85.9
May, 1937	106.6	102.0	116.5	105.1	101.8	96.9
May, 1938	98.2	92.4	107.8	96.7	90.4	95.5
May, 1939	106.9	111.8	119.4	99.9	107.7	101.1
May, 1940	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941	158.8	198.4	179.6	150.5	144.9	118.1
1940						
December	276.2	368.5	257.2	278.1	281.7	212.9
1941						
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	158.8	198.4	179.6	150.5	144.9	118.1
% Change, May, 1941 / May, 1940	+27.2	+37.1	+28.4	+29.3	+17.5	+11.8
% Change, Jan.-May, 1941 / Jan.-May, 1940 .	+23.5	+36.0	+24.4	+24.4	+16.4	+10.4
Drug Stores						
May, 1936	94.4	94.6	92.7	95.2	95.8	89.7
May, 1937	101.4	101.8	99.5	102.3	101.9	99.2
May, 1938	97.0	97.4	96.0	98.0	95.1	97.2
May, 1939	102.7	97.4	105.5	100.9	107.2	101.0
May, 1940	107.4	111.1	106.6	106.4	111.1	104.3
May, 1941	126.9	139.7	121.7	128.8	125.7	119.4
1940						
December	161.9	196.5	154.9	156.5	169.5	163.1
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.9	139.7	121.7	128.8	125.7	119.4
% Change, May, 1941 / May, 1940	+18.2	+25.7	+14.2	+21.1	+13.1	+14.5
% Change, Jan.-May, 1941 / Jan.-May, 1940 .	+15.1	+22.9	+10.3	+17.3	+12.0	+12.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1940 AND MAY, 1941

(Based on sales of 18 firms)

	May 1940 $	May 1941 $	% Change 1941/1940
TOTAL SALES	20,374,398	24,537,164	+ 20.4
1. Women's dresses, coats and suits	2,143,315	2,569,639	+ 19.9
2. Girls' and infants' wear	621,177	797,272	+ 28.3
3. Hosiery and gloves	876,232	1,003,093	+ 14.5
4. Lingerie and corsets	873,663	1,085,552	+ 24.3
5. Millinery	319,094	329,507	+ 3.3
6. Women's and children's apparel--(Total, 1-5)	4,833,481	5,785,063	+ 19.7
7. Men's and boys' clothing and furnishings	2,092,451	2,460,725	+ 17.6
8. Drugs and toilet articles and preparations	512,723	627,333	+ 22.4
9. Piece goods	1,267,458	1,546,486	+ 22.0
10. Smallwares	579,673	669,807	+ 15.5
11. Food and kindred products	1,887,910	2,194,093	+ 16.2
12. Furniture (including mattresses, springs)	1,201,363	1,603,475	+ 33.5
13. Home furnishings	1,835,284	2,166,536	+ 18.0
14. Household appliances and electrical supplies	691,142	875,585	+ 26.7
15. Hardware and kitchen utensils	1,015,956	1,328,461	+ 30.8
16. Radios, musical instruments and supplies	262,752	254,872	- 3.0
17. Shoes and other footwear	1,710,715	1,924,345	+ 12.5
18. Stationery, books and magazines	199,187	239,103	+ 20.0
19. All other departments, total	2,284,303	2,861,280	+ 25.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 6

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JUNE 1941

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MONTHLY INDEXES OF RETAIL SALES, JUNE, 1941

(1935 - 1939 = 100)

General Summary

Retail sales in June as measured by the composite index of sales for twelve lines of retail dealing excluding the automotive trade declined 6 per cent from May and averaged 10 per cent higher than in June a year ago. The 10 per cent gain over June a year ago represents a considerable decline from the increases between the two years as recorded in comparisons for earlier months which ranged from 12 per cent in February to 23 per cent in April while sales for the first half of the current year stand 15 per cent above the corresponding period of 1940. The smaller increase in June reflects the division of a certain proportion of consumer purchasing power from retail outlets to the purchase of government bonds for the Victory Loan.

The general unadjusted index of sales for the twelve trades and on the base, 1935 - 1939 equals 100 stands at 133.9 for June, 143.1 for May and at 121.4 for June a year ago. The underlying level of consumer purchasing as measured by the seasonally adjusted index has declined slightly during recent months and stands at 134.3 for June compared with 134.7 for May and 135.3 for April. The adjusted index for June a year ago was 116.6.

Sales of candy stores and radio and electrical stores declined slightly in June of this year compared with last while increases ranging from 6 per cent for furniture and food stores to 17 per cent for drug stores were recorded for other trades. Men's clothing stores and variety stores gained 16 per cent; women's clothing stores and restaurants were up 15 per cent; department stores gained 14 per cent; hardware stores, 11 per cent and shoe stores, 8 per cent. Increases for the first six months of this year compared with last ranged from 11 per cent for grocery and meat stores to 24 per cent for men's clothing stores.

An analysis of department store sales by departments reveals a decrease of 15 per cent in the radio and musical instrument department in June of this year compared with last. Increases were recorded for all other departments ranging as high as 28 per cent for hardware and kitchen utensils.

Results for Individual Trades

Shoe stores increased 8 per cent over June, 1940 and were up 9 per cent from May, while sales for the first half of this year stand 20 per cent above the same half of 1940. Increases over June a year ago were much greater in the Maritime Provinces than elsewhere. An increase of 18 per cent was reported in this region, while gains for other parts of the country ranged from 2 per cent in British Columbia to 12 per cent in the Prairie Provinces.

Candy store sales declined 3 per cent from June a year ago and were down 37 per cent from May. Sales for the first six months of this year stand 18 per cent over last. The seasonally adjusted index for this trade has declined substantially during recent months and stands at 113.5 for June, 126.1 for May and 134.4 for April.

Men's clothing store sales were up 16 per cent over June, 1940 and increased 2 per cent over May, while sales for the year to date stand 24 per cent above the corresponding period of 1940. The Maritime Provinces still continue to lead in point of increased business in this trade. Percentage increases for June of this year compared with last for the various regions of the country, with results for the first half of the year in brackets, are as follows: Maritime Provinces, 24 per cent (34 per cent); Quebec, 11 per cent (19 per cent); Ontario, 18 per cent (28 per cent); Prairie Provinces, 23 per cent (19 per cent); British Columbia, 4 per cent (9 per cent).

Women's clothing stores transacted 15 per cent more business in June of this year than last but a decline of 6 per cent from May was recorded. Sales for the first six months of this year averaged 20 per cent above the first six months of 1940. Figures on a regional basis indicate similar increases for eastern and central Canada and much smaller gains in the Prairie Provinces and British Columbia. Percentage increases in June of this year over last for the various divisions with gains for the year to date in brackets are as follows: Maritime Provinces, 17 per cent (27 per cent); Quebec, 18 per cent (21 per cent); Ontario, 16 per cent (23 per cent); Prairie Provinces, 7 per cent (10 per cent); British Columbia, 6 per cent (12 per cent).

Department store sales increased 14 per cent over June a year ago and were down 8 per cent from May, the seasonally adjusted index receding from 133.4 in April to 129.4 in May and again to 123.3 in June. Sales for the year to date stand 17 per cent above last year. Department store sales in the Maritime Provinces were 25 per cent higher in June of this year than last, while sales for the first six months were up by 26 per cent. Corresponding ratios for other regions are as follows: Quebec, 10 per cent (15 per cent); Ontario, 14 per cent (18 per cent); Prairie Provinces, 15 per cent (14 per cent); British Columbia, 12 per cent (17 per cent).

Due to some extent at least to enhanced prices, drug store sales advanced 17 per cent in June of this year over last, while sales for the year to date are up 15 per cent. A decline of 3 per cent below May was recorded but this was less than the usual seasonal movement with the result that the seasonally adjusted index advanced from 126.5 to 133.7 in June. British Columbia reported a 9 per cent increase in June of this year over last, while all other regions reported more substantial gains ranging from 14 per cent in Quebec to 25 per cent in the Maritime Provinces. Percentage increases in June of this year over last for each of the five economic divisions of the country with results for the year to date in brackets are as follows: Maritime Provinces, 25 per cent (23 per cent); Quebec, 14 per cent (11 per cent); Ontario, 18 per cent (17 per cent); Prairie Provinces, 18 per cent (13 per cent); British Columbia, 9 per cent (12 per cent).

Grocery and meat store sales, as reflected in results for all the larger food chains and a sample of approximately 1,000 independent merchants, advanced 6 per cent in June of this year compared with last but declined 5 per cent from May. Sales for the year to date are up 11 per cent. A decline below June a year ago may be attributed to the occurrence of five Saturdays in June last year and four in June of 1941. On making allowances for differences in number of business days and for the varying sales importance of different days of the week, and also allowing for normal seasonal variations, the adjusted index for this trade advanced from 141.6 in May to 145.9 in June. Results on a regional basis with figures for the year to date in brackets are as follows: Maritime Provinces, 8 per cent (12 per cent); Quebec, 7 per cent (9 per cent); Ontario, 7 per cent (14 per cent); Prairie Provinces, 1 per cent (7 per cent); British Columbia, 3 per cent (11 per cent).

Hardware stores reported an increase of 11 per cent in June of this year over last and a decline of 9 per cent from May, while sales for the year to date stand 17 per cent above the first six months of 1940.

Sales of radio and electrical stores declined 5 per cent below June a year ago and were 17 per cent lower than in May of this year, while cumulative figures for the first six months stand 15 per cent above the corresponding period of 1940.

Restaurant receipts increased 15 per cent in June of this year over last and also stand 15 per cent higher for the year to date. A decline of 4 per cent from May was recorded.

Variety store sales averaged 16 per cent higher in June of this year than last but declined 4 per cent from May, the seasonally adjusted index in this trade receding slightly from 159.7 in May to 154.2 in June. Sales for the first six months of this year averaged 22 per cent above the corresponding period of 1940. Increases for June of this year compared with last ranged from 8 per cent in British Columbia to 23

per cent in the Maritime Provinces, while increases for the year to date ranged from 8 per cent in British Columbia to 33 per cent in the Maritime Provinces.

Jewellery stores averaged 13 per cent higher in June of this year than last. Increases for the various regions of the country stand at 37 per cent for the Maritime Provinces, 22 per cent for British Columbia, 14 per cent for Ontario, 10 per cent for the Prairie Provinces and 5 per cent for Quebec.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	June, 1941 + or - per cent compared with			Cumulative Indexes
	June 1930	June 1940	May 1941	Jan.-June, 1941 / Jan.-June, 1940
General Index	+ 8.9	+ 10.3	- 6.4	+ 15.4
Boot and Shoe Stores	- 1.2	+ 8.1	+ 9.2	+ 20.2
Candy Stores	- 36.6	- 3.2	- 37.2	+ 17.9
Men's Clothing Stores	+ 0.5	+ 16.0	+ 1.5	+ 23.7
Women's Clothing Stores ...	- 16.0	+ 14.5	- 6.1	+ 19.6
Department Stores	- 0.6	+ 14.0	- 7.8	+ 16.9
Drug Stores	+ 8.8	+ 17.0	- 2.9	+ 15.4
Furniture Stores	+ 8.9	+ 6.3	- 25.0	+ 15.3
Grocery and Meat Stores ...	+ 23.8	+ 5.9	- 5.0	+ 11.2
Hardware Stores	+ 18.7	+ 10.7	- 8.6	+ 16.6
Radio and Electrical Stores	+ 41.6	- 5.1	- 17.1	+ 14.7
Restaurants	- 29.2	+ 14.9	- 3.8	+ 15.2
Variety Stores	+ 85.1	+ 15.5	- 4.1	+ 22.0

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores June, 1940 and June, 1941

Region	Sales in June, 1941 compared with Sales in June, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 8.1	+ 12.5
Maritime Provinces	+ 18.3	+ 36.6
Quebec	+ 4.1	+ 5.3
Ontario	+ 8.5	+ 13.7
Prairie Provinces	+ 11.5	+ 9.7
British Columbia	+ 2.1	+ 21.8

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1929	139.3	136.3	206.6	164.6	173.9	225.0	173.9	147.0	185.6	151.6	135.0	140.4	124.3	124.5
June, 1930	123.0	125.4	157.9	133.4	131.0	179.1	136.8	122.7	158.8	137.6	124.7	131.8	113.1	116.7
June, 1931	112.7	111.5	145.8	116.4	108.3	144.0	115.2	100.4	146.0	123.0	114.7	117.0	101.9	103.0
June, 1932	94.2	92.0	138.4	105.1	91.0	120.0	98.1	84.5	115.8	96.4	92.3	93.8	96.4	96.8
June, 1933	88.8	85.9	127.0	91.9	75.7	99.5	94.0	80.4	105.4	87.1	90.1	91.2	86.8	86.9
June, 1934	93.4	87.0	145.5	97.3	83.1	103.9	99.2	80.7	110.1	86.6	91.5	91.5	90.6	88.6
June, 1935	94.9	90.1	146.2	99.4	80.9	104.7	101.5	85.8	104.7	85.5	94.2	92.3	88.5	88.6
June, 1936	97.7	94.6	142.4	99.5	78.6	104.5	104.3	99.5	112.6	100.8	95.9	92.1	91.3	97.1
June, 1937	108.0	104.3	150.6	105.7	77.1	102.1	115.6	109.4	119.0	106.6	105.2	101.0	98.1	103.7
June, 1938	106.0	102.0	146.7	102.1	74.9	98.8	107.4	101.3	112.0	99.9	101.3	96.9	97.4	102.9
June, 1939	109.8	105.4	132.1	97.0	73.5	96.6	102.3	95.7	104.4	92.4	98.9	94.3	98.9	104.2
June, 1940	121.4	116.6	144.3	103.1	85.7	110.9	118.5	109.6	116.5	102.0	108.7	106.5	105.2	110.8
June, 1941	133.9	134.3	156.0	118.3	83.0	113.5	137.5	134.9	133.4	123.8	123.9	123.3	123.1	133.7
1940														
July	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	127.5	138.1	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	103.1	125.0	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.3	148.8	128.3	177.9	134.4	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.1	134.7	142.8	121.9	132.1	126.1	135.5	137.2	142.1	134.2	134.4	129.4	126.8	126.5
June	133.9	134.3	156.0	118.3	83.0	113.5	137.5	134.9	133.4	123.8	123.9	123.3	123.1	133.7

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
June, 1929	151.3	161.1	126.4	122.6	145.9	125.1	128.4	211.2	177.7	179.1	85.6	80.8
June, 1930	120.0	130.9	112.8	117.9	130.2	111.6	98.0	161.2	161.9	164.8	82.8	83.3
June, 1931	100.3	105.6	109.9	112.1	113.4	93.5	80.4	127.2	126.9	127.5	83.9	82.0
June, 1932	68.8	71.7	93.2	93.6	95.8	79.0	60.3	89.6	96.0	96.4	81.8	79.7
June, 1933	68.4	69.8	87.7	87.0	87.8	72.4	52.2	73.1	87.2	87.3	78.2	75.9
June, 1934	83.7	82.6	89.4	83.6	104.9	86.5	60.3	83.3	94.9	94.1	84.4	77.4
June, 1935	86.5	87.5	92.2	89.4	101.7	87.2	65.6	94.2	93.3	94.0	89.4	84.4
June, 1936	95.5	95.5	91.7	93.6	112.9	93.1	84.7	91.3	99.5	99.9	95.4	93.3
June, 1937	116.7	116.6	102.2	103.4	130.5	107.6	107.3	115.7	101.4	101.8	109.0	106.6
June, 1938	97.6	98.6	105.9	106.3	131.6	108.5	93.3	100.6	95.0	95.4	107.9	105.1
June, 1939	100.5	101.5	122.1	121.2	128.3	105.7	96.3	103.8	91.2	91.3	116.2	112.7
June, 1940	123.0	125.7	131.8	127.8	139.6	119.7	146.2	163.9	99.8	100.6	132.7	125.3
June, 1941	130.7	136.7	139.6	145.9	154.5	132.4	138.8	155.6	114.7	116.8	153.3	154.2
1940												
July	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.6	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.9	141.6	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	130.7	136.7	139.6	145.9	154.5	132.4	138.8	155.6	114.7	116.8	153.3	154.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
June, 1936	104.3	107.3	120.9	99.6	91.4	98.2
June, 1937	115.6	116.9	131.3	113.2	97.4	109.4
June, 1938	107.4	111.4	122.4	103.3	98.8	95.2
June, 1939	102.3	112.1	115.0	97.9	90.6	97.8
June, 1940	118.5	139.5	129.1	114.9	104.5	109.6
June, 1941	137.5	173.4	143.7	135.4	128.0	113.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	77.9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	146.9	185.9	149.7	154.0	120.6	106.4
May	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.4	143.7	135.4	128.0	113.6
% Change, June, 1941 / June, 1940	+16.0	+24.3	+11.3	+17.8	+22.5	+ 3.6
% Change, Jan.-June, 1941 / Jan.-June, 1940	+23.7	+33.8	+18.7	+28.3	+19.3	+ 9.3
			Women's Clothing Stores			
June, 1936	112.6	109.3	128.7	108.3	100.4	109.1
June, 1937	119.0	113.3	137.5	115.6	103.5	110.0
June, 1938	112.0	121.3	128.9	106.0	104.9	100.9
June, 1939	104.4	123.7	113.8	100.0	94.6	107.4
June, 1940	116.5	139.2	123.0	111.0	107.9	130.2
June, 1941	133.4	162.7	144.8	129.2	115.0	137.5
1941						
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.9	200.9	173.3	175.2	145.6	156.5
May	142.1	193.2	147.8	137.7	129.5	145.7
June	133.4	162.7	144.8	129.2	115.0	137.5
% Change, June, 1941 / June, 1940	+14.5	+16.9	+17.7	+16.4	+ 6.6	+ 5.6
% Change, Jan.-June, 1941 / Jan.-June, 1940	+19.6	+26.8	+21.1	+22.5	+10.3	+11.5
			Grocery and Meat Stores			
June, 1936	91.7	(g)	93.3	89.0	97.2	91.2
June, 1937	102.2	(g)	101.4	98.9	110.0	110.6
June, 1938	105.9	(g)	108.1	103.0	108.3	109.1
June, 1939	122.1	116.1	122.7	118.9	130.8	130.1
June, 1940	131.8	124.6	131.8	127.6	145.1	142.1
June, 1941	139.6	134.6	141.4	136.1	147.0	146.4
1941						
January	118.0	116.4	116.5	124.1	104.4	115.3
February	117.0	117.1	117.4	120.7	104.3	116.0
March	134.7	129.6	137.7	139.3	118.5	131.0
April	132.2	124.1	135.0	135.8	119.6	131.8
May	146.9	143.2	144.1	150.6	144.4	146.2
June	139.6	134.5	141.4	136.1	147.0	146.4
% Change, June, 1941 / June, 1940	+ 5.9	+ 7.9	+ 7.3	+ 6.7	+ 1.3	+ 3.0
% Change, Jan.-June, 1941 / Jan.-June, 1940	+11.2	+11.5	+ 9.3	+13.8	+ 7.3	+10.8

(c) Includes men's furnishings.
(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
June, 1936	95.9	101.5	98.3	98.1	90.4	93.5
June, 1937	105.2	118.2	112.1	108.7	94.9	102.6
June, 1938	101.3	111.8	111.4	104.1	92.2	95.3
June, 1939	98.9	109.6	109.0	101.1	87.7	100.0
June, 1940	108.7	117.4	117.6	110.3	99.8	109.0
June, 1941	123.9	147.1	129.5	125.3	114.5	121.5
1941						
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.4	155.9	143.1	138.2	122.4	126.6
June	123.9	147.1	129.5	125.3	114.5	121.5
% Change, June, 1941 / June, 1940	+14.0	+25.3	+10.1	+13.6	+14.7	+11.5
% Change, Jan.-June, 1941 / Jan.-June, 1940	+16.9	+26.2	+14.8	+18.1	+14.1	+16.5
Variety Stores						
June, 1936	95.4	93.4	101.0	94.5	92.2	89.6
June, 1937	109.0	102.3	119.5	107.5	103.9	99.4
June, 1938	107.9	104.1	118.4	107.1	99.2	96.4
June, 1939	116.2	137.6	127.2	111.8	105.2	99.5
June, 1940	132.7	158.5	147.5	125.3	126.3	109.9
June, 1941	153.3	194.2	170.4	144.6	144.0	118.1
1941						
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	159.8	200.5	181.1	151.4	144.9	118.1
June	153.3	194.2	170.4	144.6	144.0	118.1
% Change, June, 1941 / June, 1940	+15.5	+22.5	+15.5	+15.4	+14.0	+ 7.5
% Change, Jan.-June, 1941 / Jan.-June, 1940	+22.0	+33.4	+22.7	+22.7	+15.9	+ 8.1
Drug Stores						
June, 1936	91.3	90.2	92.8	92.1	88.7	89.4
June, 1937	98.1	96.9	97.9	99.8	94.0	98.4
June, 1938	97.4	95.6	96.7	99.6	93.6	96.3
June, 1939	98.9	99.9	99.4	99.3	96.2	99.9
June, 1940	105.2	107.3	104.5	106.6	101.7	104.6
June, 1941	123.1	133.9	119.4	125.9	119.6	113.9
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	123.1	133.9	119.4	125.9	119.6	113.9
% Change, June, 1941 / June, 1940	+17.0	+24.8	+14.3	+18.1	+17.6	+ 8.9
% Change, Jan.-June, 1941 / Jan.-June, 1940	+15.4	+23.4	+10.9	+17.4	+13.0	+12.2

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1940 and JUNE, 1941

(Based on sales of 15 firms)

	June 1940	June 1941	% Change 1941/40
	$	$	
TOTAL SALES	19,483,246	22,327,407	+ 14.6
1. Women's dresses, coats and suits	1,934,420	2,237,945	+ 15.7
2. Girls' and infants' wear	574,677	749,365	+ 30.4
3. Hosiery and gloves	785,810	823,199	+ 4.8
4. Lingerie and corsets	953,990	1,153,402	+ 20.9
5. Millinery	260,889	282,167	+ 8.2
6. Women's and children's apparel--(Total, 1-5)	4,509,786	5,246,078	+ 16.3
7. Men's and boys' clothing and furnishings	2,191,960	2,490,210	+ 13.6
8. Drugs and toilet articles and preparations	544,956	604,321	+ 10.9
9. Piece goods	1,363,633	1,513,200	+ 11.0
10. Smallwares	581,741	620,026	+ 6.6
11. Food and kindred products	1,804,230	1,881,253	+ 4.3
12. Furniture (including mattresses and springs)	1,117,288	1,360,102	+ 21.7
13. Home furnishings	1,454,586	1,686,743	+ 16.0
14. Household appliances and electrical supplies	608,140	722,253	+ 18.8
15. Hardware and kitchen utensils	790,970	1,009,485	+ 27.6
16. Radios, musical instruments and supplies	285,466	242,828	- 14.9
17. Shoes and other footwear	1,781,172	1,911,821	+ 7.3
18. Stationery, books and magazines	197,557	223,513	+ 13.1
19. All other departments, total	2,251,761	2,815,574	+ 25.0

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1941

+ + +

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Minister of Trade and Commerce.

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, JULY, 1941

(1935 - 1939 = 100)

Customers spent 19 per cent more money in retail stores in July of this year than last and 8 per cent less than in the month of June, according to composite figures based on monthly statements received from a representative number of retail firms in twelve different lines of trade. The general index of sales on the base, 1935 - 1939 equals 100 stands at 122.5 for July, 1941, at 133.8 for June and at 103.2 for July a year ago.

The 19 per cent increase over July a year ago is considerably greater than 10 per cent increase which was recorded in the June comparison and compares with increases of 19 per cent for May and 23 per cent for April, while dollar sales for the first seven months of 1941 stand 16 per cent above the corresponding period of last year. The smaller increase for June reflects the diversion of a certain portion of consumer purchasing power from retail channels to the purchase of government bonds for the Victory Loan. The 8 per cent decline from June was less than the usual seasonal movement between that month and July, the general index, when adjusted both for number of business days and also for normal seasonal changes advancing from 134.3 for June to 135.0 for July.

All lines of business for which figures are available registered pronounced increases over July, 1940, gains ranging from 13 per cent for shoe stores to 30 per cent for radio and electrical stores being recorded. The 30 per cent increase for radio and electrical stores must be interpreted in the light of higher prices resulting from the 25 per cent excise tax on radios, electrical stoves, washing machines, refrigerators and other home conveniences contained in the War Exchange Conservation Act introduced last December. Increases for other lines of business must also be attributed partly to enhanced prices.

Department stores transacted 16 per cent more business in July of this year than last while sales for the year to date are up 17 per cent. Increases in the Maritime Provinces exceeded those for other regions both for the month and for the seven-month period. The July increases for each region with the gain for the seven months in brackets are as follows: Maritime Provinces, 23 per cent (26 per cent); Quebec, 16 per cent (15 per cent); Ontario, 15 per cent (18 per cent); Prairie Provinces, 15 per cent (14 per cent) and British Columbia, 18 per cent (17 per cent).

Drug stores reported marked increases over July a year ago, gains in the Maritime Provinces and the Prairie Provinces exceeding those in other regions. Drug store sales for Canada as a whole averaged 18 per cent higher in July of this year than last while sales for the first seven months are up 16 per cent over the corresponding period of 1940. Regional increases for the month with average increases for the seven months in brackets are as follows: Maritime Provinces, 27 per cent (24 per cent); Quebec, 17 per cent (12 per cent); Ontario, 17 per cent (17 per cent); Prairie Provinces, 23 per cent (14 per cent) and British Columbia, 12 per cent (12 per cent).

Food store sales as measured by returns from all the larger food chains and about 1,000 independent grocers ranged 20 per cent higher in July of this year than last while cumulative figures for the first seven months are up by 12 per cent. The July increase was highest in Ontario at 24 per cent and lowest in British Columbia at 11 per cent. Gains in the other regions were 13 per cent for the Maritime Provinces, 16 per cent for the Prairie Provinces and 21 per cent for Quebec.

Men's clothing store sales averaged 18 per cent higher in July of this year over last, uniform increases of approximately 23 per cent in the Maritimes, Quebec, Prairie Provinces and British Columbia being reduced by a smaller gain of 11 per cent in Ontario. Sales for the first seven months of the current year average 23 per cent over the corresponding period of 1940 with regional gains standing at 32 per cent for the Maritime Provinces, 19 per cent for Quebec, 26 per cent for Ontario, 20 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Women's clothing store sales were up 17 per cent in July, 1941 over July, 1940, increases for the five geographical areas lying between 14 per cent and 19 per cent. Sales for the first seven months averaged 19 per cent higher than for the first seven months of 1940 while regional increases in this comparison stand at 25 per cent for the Maritimes, 21 per cent for Quebec, 22 per cent for Ontario, 11 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Candy store sales were 26 per cent higher in July of this year than last, hardware stores gained 24 per cent, variety stores 21 per cent, restaurants, 18 per cent and furniture stores, 13 per cent. Jewellery stores and especially those in the Maritime Provinces continued to report marked increases in business. July sales of jewellery stores averaged 23 per cent higher than in July a year ago. Sales in the Maritime Provinces were up 43 per cent. Ontario sales gained 30 per cent, British Columbia, 20 per cent, while increases in Quebec and the Prairie Provinces were similar at between 13 and 14 per cent.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	July, 1941 + or - per cent compared with			Cumulative Indexes
	July 1930	July 1940	June 1941	Jan.-July, 1941 / Jan.-July, 1940
General Index	+ 6.3	+ 18.7	- 8.4	+ 15.8
Boot and Shoe Stores	- 11.2	+ 13.0	- 26.4	+ 19.0
Candy Stores	- 28.6	+ 25.8	+ 18.6	+ 18.0
Men's Clothing Stores	+ 2.0	+ 17.7	- 18.8	+ 22.8
Women's Clothing Stores ...	- 16.8	+ 16.6	- 16.0	+ 19.2
Department Stores	- 6.1	+ 16.1	- 17.4	+ 16.8
Drug Stores	+ 11.8	+ 18.4	+ 4.2	+ 15.8
Furniture Stores	+ 28.8	+ 12.6	- 13.8	+ 15.0
Grocery and Meat Stores ...	+ 15.1	+ 19.8	- 4.6	+ 12.4
Hardware Stores	+ 22.3	+ 23.7	- 2.5	+ 17.6
Radio and Electrical Stores	+ 53.5	+ 30.1	- 0.6	+ 16.7
Restaurants	- 25.2	+ 18.1	+ 9.4	+ 15.6
Variety Stores	+ 78.8	+ 20.5	- 1.2	+ 21.8

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
July, 1940 and July, 1941

Region	Sales in July, 1941 compared with Sales in July, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 13.1	+ 23.0
Maritime Provinces	+ 16.2	+ 42.5
Quebec	+ 15.4	+ 13.7
Ontario	+ 11.5	+ 30.2
Prairie Provinces	+ 10.4	+ 13.3
British Columbia	+ 14.6	+ 20.3

Regional Trends in Retail Trade

Introduction

A comparison of the general level of retail purchasing during the first quarter of this year and the corresponding period of 1940 for each of the five economic divisions of Canada was given in the April issue of this bulletin. A similar comparison for the first six months of this year and last is given in the following paragraphs.

These regional comparisons are based on general indexes of sales derived partly from monthly indexes on a regional basis for six lines of business included in the regular part of this bulletin. These six lines of business are men's clothing stores, women's clothing stores, grocery and meat stores, department stores, variety stores and drug stores. Indexes of country general store sales and new passenger car sales are also represented in the regional indexes although they are not included in the regular monthly series.

The system of weighting the indexes for the various lines of business in each economic division in order to arrive at the general indexes is as follows:

	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Country general stores	27	17	9	27	16
Men's clothing stores	4	6	6	3	5
Women's clothing stores	2	5	5	3	5
Department stores	19	16	25	33	34
Drug stores	5	5	7	5	6
Grocery and meat stores	31	38	32	19	23
Variety stores	5	5	5	3	4
New passenger car sales	7	8	11	7	7
	100	100	100	100	100

Since the regional general indexes are computed from a different set of components than is the general index in the regular series, exact comparisons cannot be made between the regional figures and those contained in the regular tables. For example, the average increase in dollar sales in Canada for the first half of this year compared with last was 15 per cent according to the general index derived from the results for twelve lines of business included in the regular series. The corresponding increase based upon the eight lines of business for which regional figures are available was 12 per cent, the inclusion of indexes of country general store sales and new passenger car sales being responsible for the smaller increase.

Maritime Provinces

Retail trade in the Maritime Provinces as measured by the composite figures for the eight lines of business for which data are available averaged 14 per cent higher for the first six months of this year compared with last and was 32 per cent above the dollar volume during the first six months of 1939. The greatest increase relative to the first half of 1940 was recorded by men's clothing stores, whose sales were up 34 per cent, while the gain for variety stores was only slightly less at 33 per cent. Other increases were 27 per cent for women's clothing stores, 26 per cent for department stores, 23 per cent for drug stores, 12 per cent for grocery and meat stores and 5 per cent for country general stores. New passenger car sales declined 17 per cent in number and 1 per cent in value below the first six months of last year.

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Since the regional general indexes are computed from a different set of components than is the general index in the regular series, exact comparisons cannot be made between the regional figures and those contained in the regular tables. For example, the average increase in dollar sales in Canada for the first half of this year compared with last was 15 per cent according to the general index derived from the results for twelve lines of business included in the regular series. The corresponding increase based upon the eight lines of business for which regional figures are available was 12 per cent, the inclusion of indexes of country general store sales and new passenger car sales being responsible for the smaller increase.

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INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
July, 1929	130.3	144.2	156.0	150.1	180.1	210.3	126.0	148.7	151.8	163.8	120.3	148.8	123.4	125.7
July, 1930	115.2	126.5	129.0	123.1	148.8	173.1	109.5	128.7	134.5	144.5	108.8	134.0	114.4	115.8
July, 1931	102.3	111.3	123.8	117.7	120.9	139.6	90.4	105.5	108.3	115.5	93.9	115.2	104.6	105.5
July, 1932	82.2	88.7	110.0	102.8	108.5	122.9	72.7	83.8	86.7	91.4	71.3	89.9	91.4	91.9
July, 1933	76.0	85.5	92.8	93.8	85.8	97.9	63.5	77.7	78.4	87.7	69.1	88.5	84.1	85.4
July, 1934	78.4	88.2	91.3	95.8	80.3	96.7	71.8	87.5	83.8	93.3	70.9	90.8	86.2	89.6
July, 1935	81.0	89.7	93.2	98.1	75.5	89.2	79.2	93.5	86.9	93.8	72.2	94.0	89.3	91.0
July, 1936	86.7	95.2	92.5	98.2	85.7	100.1	81.6	99.9	85.1	99.3	75.4	97.4	94.4	96.2
July, 1937	98.4	104.2	107.8	108.2	87.2	97.1	95.7	111.5	93.8	105.4	81.9	104.6	103.7	103.4
July, 1938	91.0	99.3	99.3	102.7	83.3	96.7	82.7	98.9	81.0	94.5	74.0	98.2	100.8	102.4
July, 1939	91.3	103.8	89.6	96.2	75.2	87.9	79.7	101.1	80.0	99.0	75.0	101.2	99.6	102.2
July, 1940	103.2	114.5	101.3	106.6	84.5	101.0	94.9	116.1	96.0	114.7	88.0	114.6	108.0	111.2
July, 1941	122.5	135.0	114.5	119.6	106.3	126.6	111.7	136.1	111.9	133.1	102.2	132.5	127.9	130.9
1940														
August	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.5	135.0	114.5	119.6	106.3	126.6	111.7	136.1	111.9	133.1	102.2	132.5	127.9	130.9

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
July, 1929	128.4	181.5	127.0	131.2	147.0	148.6	129.0	210.9	197.1	187.9	85.1	85.7
July, 1930	88.0	124.4	115.6	118.5	122.5	123.9	89.9	147.0	167.3	159.5	84.8	85.1
July, 1931	73.4	103.8	108.1	109.5	106.1	106.2	82.0	131.8	138.3	131.4	82.5	82.4
July, 1932	50.0	69.5	90.8	89.9	77.3	79.6	48.8	79.0	98.9	94.3	79.7	77.5
July, 1933	51.9	70.0	82.4	87.9	75.5	75.5	50.4	79.1	89.0	85.1	73.4	76.0
July, 1934	62.6	82.3	81.2	86.3	88.4	85.9	53.8	84.4	93.4	90.2	76.7	79.4
July, 1935	69.4	88.0	82.2	84.9	96.1	88.1	59.8	90.2	95.7	91.2	83.7	84.3
July, 1936	78.2	99.2	90.1	91.3	102.4	91.3	76.8	96.6	106.0	100.7	91.3	91.2
July, 1937	94.0	116.5	106.0	101.1	118.8	105.9	88.1	110.8	107.8	101.4	110.2	104.0
July, 1938	72.8	94.7	100.3	99.3	114.7	106.4	77.1	100.8	100.5	95.8	104.3	101.5
July, 1939	78.8	104.9	100.8	107.5	118.3	109.7	84.0	109.8	96.2	92.0	108.3	112.2
July, 1940	100.6	129.3	111.1	114.7	121.1	108.0	106.1	133.4	106.0	101.0	125.8	126.7
July, 1941	113.3	145.6	133.1	136.4	149.8	133.6	138.0	173.5	125.2	119.3	151.6	152.1
1940												
August	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.5	145.8	153.6	131.6	138.9	155.6	114.4	116.5	153.4	154.3
July	113.3	145.6	133.1	136.4	149.8	133.6	138.0	173.5	125.2	119.3	151.6	152.1

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Men's Clothing Stores(c)			
uly, 1936	81.6	92.9	88.6	77.9	73.1	84.0
uly, 1937	95.7	114.9	105.4	91.9	78.3	97.1
uly, 1938	82.7	92.9	88.0	79.3	77.2	84.8
uly, 1939	79.7	96.5	84.5	73.7	76.0	88.7
uly, 1940	94.9	132.8	92.4	92.6	86.3	94.4
uly, 1941	111.7	164.6	113.5	102.7	106.5	115.7
941						
February	82.4	106.9	75.4	85.9	72.4	77.9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	146.9	185.9	149.7	154.0	120.6	106.4
May	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.7	164.6	113.5	102.7	106.5	115.7
Change, July, 1941 .... / July, 1940	+17.7	+23.9	+22.8	+10.9	+23.4	+22.6
Change, Jan.-July, 1941 / Jan.-July, 1940	+22.8	+32.2	+19.2	+25.9	+19.5	+11.5
			Women's Clothing Stores			
uly, 1936	85.1	80.0	88.2	82.8	84.0	92.1
uly, 1937	93.8	100.9	99.3	91.7	83.3	102.2
uly, 1938	81.0	89.6	83.3	78.1	80.5	86.2
uly, 1939	80.0	88.7	82.9	76.0	81.0	86.6
uly, 1940	96.0	117.0	92.4	94.5	93.0	109.4
uly, 1941	111.9	133.5	109.9	109.4	106.7	129.2
941						
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.9	200.9	173.3	175.2	145.6	156.5
May	142.1	193.2	147.8	137.7	129.5	145.7
June	133.2	163.4	142.7	129.8	115.6	137.0
July	111.9	133.5	109.9	109.4	106.7	129.2
Change, July, 1941 .... / July, 1940	+16.6	+14.1	+18.9	+15.8	+14.7	+18.1
Change, Jan.-July, 1941 / Jan.-July, 1940	+19.2	+25.1	+20.5	+21.6	+11.0	+12.3
			Grocery and Meat Stores			
ıly, 1936	90.1	(g)	84.9	91.1	97.8	92.0
ıly, 1937	106.0	(g)	96.1	106.4	122.4	114.6
ıly, 1938	100.3	(g)	93.0	102.5	108.8	101.4
ıly, 1939	100.8	111.6	94.3	98.5	113.0	104.6
ıly, 1940	111.1	120.6	100.2	109.1	128.4	123.7
ıly, 1941	133.1	136.8	121.3	134.8	148.9	137.0
941						
February	117.0	117.1	117.4	120.7	104.3	116.0
March	134.7	129.6	137.7	139.3	118.5	131.0
April	132.2	124.3	135.0	135.8	119.6	131.8
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.5	132.3	141.4	136.1	147.0	146.4
July	133.1	136.8	121.3	134.8	148.9	137.0
Change, July, 1941 .... / July, 1940	+19.8	+13.4	+21.1	+23.6	+16.0	+10.8
Change, Jan.-July, 1941 / Jan.-July, 1940	+12.4	+11.2	+10.7	+15.1	+ 8.7	+10.8

() Includes men's furnishings.
() Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
July, 1936	75.4	86.8	66.3	74.2	73.9	86.9
July, 1937	81.9	99.1	76.6	79.3	77.8	96.1
July, 1938	74.0	80.7	69.7	70.3	73.5	88.6
July, 1939	75.0	85.1	73.2	70.9	74.0	86.5
July, 1940	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941	102.2	127.1	97.1	97.7	97.1	119.8
1941						
February	94.8	100.6	95.8	95.6	90.8	97.3
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.1	97.1	97.7	97.1	119.8
% Change, July, 1941 / July, 1940	+16.1	+22.7	+16.1	+14.9	+14.8	+17.6
% Change, Jan.-July, 1941 / Jan.-July, 1940	+16.8	+25.7	+14.8	+17.6	+14.2	+16.5
Variety Stores						
July, 1936	91.3	94.0	89.2	89.9	95.5	96.0
July, 1937	110.2	114.6	114.3	108.8	105.3	107.6
July, 1938	104.3	103.9	105.8	104.3	103.5	101.7
July, 1939	108.3	124.2	115.7	102.2	108.7	102.3
July, 1940	125.8	159.1	128.5	118.6	129.9	114.7
July, 1941	151.6	194.3	159.0	143.3	151.8	128.6
1941						
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	159.8	200.5	181.1	151.4	144.9	118.1
June	153.4	196.7	170.2	144.5	144.0	118.1
July	151.6	194.3	159.0	143.3	151.8	128.6
% Change, July, 1941 / July, 1940	+20.5	+22.1	+23.7	+20.8	+16.9	+12.1
% Change, Jan.-July, 1941 / Jan.-July, 1940	+21.8	+31.6	+22.8	+22.4	+16.1	+10.2
Drug Stores						
July, 1936	94.4	95.9	90.5	97.0	90.7	95.2
July, 1937	103.7	110.6	101.3	106.7	94.9	105.2
July, 1938	100.8	101.3	97.3	101.9	100.8	101.9
July, 1939	99.6	101.8	98.7	99.5	98.7	101.9
July, 1940	108.0	115.0	103.9	109.8	103.3	111.1
July, 1941	127.9	145.7	121.9	128.9	126.6	124.2
1941						
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	127.9	145.7	121.9	128.9	126.6	124.2
% Change, July, 1941 / July, 1940	+18.4	+26.7	+17.3	+17.4	+22.6	+11.8
% Change, Jan.-July, 1941 / Jan.-July, 1940	+15.8	+23.8	+11.7	+17.4	+14.4	+12.0

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1940 AND JULY, 1941

(Based on sales of 18 firms)

	July 1940	July 1941	% Change 1941/1940
	$	$	
TOTAL SALES	15,440,411	18,034,159	+ 16.8
1. Women's dresses, coats and suits	1,317,582	1,411,017	+ 7.1
2. Girls' and infants' wear	402,584	501,427	+ 24.6
3. Hosiery and gloves	585,444	629,384	+ 7.5
4. Lingerie and corsets	775,666	916,880	+ 18.2
5. Millinery	112,845	123,382	+ 9.3
6. Women's and children's apparel--(Total, 1-5)	3,194,121	3,582,090	+ 12.1
7. Men's and boys' clothing and furnishings	1,577,770	1,754,364	+ 11.2
8. Drugs and toilet articles and preparations	505,001	585,902	+ 16.0
9. Piece goods	1,182,619	1,385,962	+ 17.2
10. Smallwares	494,882	561,521	+ 13.5
11. Food and kindred products	1,610,606	1,864,728	+ 15.8
12. Furniture (including mattresses and springs)	1,086,611	1,283,609	+ 18.1
13. Home furnishings	1,169,242	1,398,471	+ 19.6
14. Household appliances and electrical supplies	497,667	633,039	+ 27.2
15. Hardware and kitchen utensils	667,985	854,987	+ 28.0
16. Radios, musical instruments and supplies	186,845	225,407	+ 20.6
17. Shoes and other footwear	1,100,962	1,215,558	+ 10.4
18. Stationery, books and magazines	176,556	207,288	+ 17.4
19. All other departments, total	1,989,544	2,481,233	+ 24.7

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1941

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MONTHLY INDEXES OF RETAIL SALES, AUGUST, 1941

(1935 - 1939 = 100)

Retail sales in Canada for August as measured by the dollar volume of business transacted were up 10 per cent from July and were 18 per cent higher than in August a year ago. This represents the average experience as revealed in the general index of retail sales computed from sales figures reported by department stores and by specialty stores in eleven lines of business. The general index, on the base 1935 - 1939 equals 100, stands at 134.0 for August, 1941, 122.3 for July and at 113.2 for August, 1940.

The 18 per cent increase over August a year ago compares with a 19 per cent increase in July of this year compared with last but was slightly greater than the gains recorded in earlier months, sales for the first eight months of the current year standing 16 per cent above the corresponding period of 1940. The 10 per cent increase over July was in excess of the usual seasonal movement for this time of year as measured by the average experience of the past twelve years with the result that the general index, when adjusted for differences in number of business days and for normal seasonal movements advanced from 134.7 for July to 146.4 for August.

The seasonally adjusted index had been maintained at the July level for some time, adjusted indexes for previous months standing at 134.3 for June, 134.5 for May and 135.2 for April. The marked increase in the August index should not be interpreted as meaning a pronounced upward movement in the underlying trend in consumer purchasing. A similar erratic movement in the adjusted index was noted in the results for August a year ago with September witnessing a return to more normal levels. The increase in the seasonally adjusted indexes for August of both this year and last represents rather a shift in the seasonal distribution of retail trade with a greater proportion of the annual business being transacted in the holiday month than was the case in peacetime years.

All lines of business for which figures are available registered increases in the August comparison. Women's clothing store sales were up 26 per cent in August of this year compared with last while men's clothing store sales gained 18 per cent. The Bureau's retail price index for clothing advanced 6 per cent during the same period. While indexes of sales and prices are not strictly comparable it is apparent that most of the increase in dollar sales for clothing stores represents increases in the quantity of goods sold.

Grocery and meat stores did 17 per cent more dollar business this August than last. On making allowance for differences in the number of business days (there was one additional business day last year) the gain is increased to 21 per cent. Food prices, as indicated by the Bureau's retail food prices index advanced 15 per cent during the same interval indicating that in this instance the price movement was largely accountable for the augmented dollar volume.

Increases over August, 1940 for other lines of business included in the survey are as follows: candy stores, 24 per cent; radio and electrical stores, 23 per cent; department stores, 20 per cent; hardware stores, 20 per cent; restaurants, 19 per cent; variety stores, 18 per cent; shoe stores, 17 per cent; jewellery stores, 16 per cent; drug stores, 14 per cent and furniture stores, 11 per cent.

Sales of 17 departmental firms which reported a breakdown of sales y departments averaged 21 per cent higher in August this year over last. Increases or departments dealing in durable goods were generally higher than those recorded for her departments, although sales of women's clothing were sharply higher due chiefly the heavy demand for hosiery. Sales of household appliances and electrical supplies dvanced 32 per cent, hardware sales gained 28 per cent, sales of home furnishings ere up 24 per cent, while identical gains of 20 per cent were recorded for the urniture and for the radio and musical instrument departments. Women's clothing ales gained 27 per cent, men's clothing increased 18 per cent, with sales of footwear howing a rise of 12 per cent over August, 1940. Food sales in department stores ere up 17 per cent and drugs advanced 16 per cent.

Results on a regional basis for August show a variation from those or earlier months, Quebec province replacing the Maritimes in point of view of sales ncreases. Quebec increases over August, 1940 exceeded those for other regions of he country for four of the six lines of business for which figures on a regional asis are available. These four lines of business are: men's clothing stores, omen's clothing stores, grocery and meat stores and variety stores.

With the exception of British Columbia, sales of drug stores ncreased uniformly across the country over August a year ago. Drug store sales for he country as a whole were up 14 per cent over August, 1940 while increases for the arious economic divisions stood at 14 per cent for the Maritime Provinces, 15 per ent for Quebec, 15 per cent for Ontario, 15 per cent for the Prairie Provinces and 7 er cent for British Columbia.

The Maritime Provinces continue to lead in point of view of ncreases in the department store field. Regional increases for department stores ver August, 1940 were 28 per cent for the Maritime Provinces, 24 per cent for Quebec, 2 per cent for Ontario, 19 per cent for the Prairie Provinces and 13 per cent for ritish Columbia.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	August, 1941 + or - per cent compared with			Cumulative Indexes
	August 1930	August 1940	July 1941	Jan.-Aug., 1941 / Jan.-Aug., 1940
General Index	+ 16.5	+ 18.4	+ 9.6	+ 16.1
Boot and Shoe Stores	- 6.7	+ 16.5	- 0.7	+ 18.7
Candy Stores	- 27.4	+ 23.8	+ 29.5	+ 18.2
Men's Clothing Stores	+ 21.7	+ 17.9	+ 2.7	+ 22.2
Women's Clothing Stores	+ 6.1	+ 25.6	+ 8.6	+ 19.8
Department Stores	+ 11.6	+ 20.4	+ 17.6	+ 17.2
Drug Stores	+ 10.9	+ 14.3	+ 3.1	+ 15.5
Furniture Stores	+ 23.1	+ 10.8	+ 20.3	+ 14.6
Grocery and Meat Stores	+ 27.6	+ 17.1	+ 9.6	+ 12.9
Hardware Stores	+ 15.9	+ 19.5	+ 1.0	+ 17.8
Radio and Electrical Stores .	+ 19.4	+ 22.5	- 1.1	+ 17.0
Restaurants	- 21.3	+ 18.8	+ 7.9	+ 16.0
Variety Stores	+ 80.8	+ 18.1	+ 4.8	+ 21.4

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

August, 1940 and August, 1941

Region	Sales in August, 1941 compared with Sales in August, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 16.5	+ 15.9
Maritime Provinces	+ 16.3	+ 11.1
Quebec	+ 20.2	+ 14.5
Ontario	+ 17.1	+ 20.3
Prairie Provinces	+ 13.5	+ 4.9
British Columbia	+ 6.0	+ 19.3

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
August, 1929	135.6	143.8	149.2	160.8	231.8	221.2	129.7	169.9	135.0	162.9	125.9	147.1	130.0	127.0
August, 1930	115.0	125.3	122.1	135.5	181.8	178.7	94.3	127.2	113.7	141.2	107.7	130.7	119.0	118.5
August, 1931	98.3	108.0	103.4	117.5	143.5	142.1	75.4	103.2	90.4	114.0	91.2	111.1	106.1	106.6
August, 1932	79.8	88.5	81.9	99.0	105.9	107.2	56.7	79.4	69.4	89.5	74.4	88.9	92.8	93.6
August, 1933	77.8	85.8	74.1	91.8	99.9	100.8	57.6	80.1	68.6	87.8	74.7	88.9	84.1	84.3
August, 1934	81.6	89.2	77.5	96.6	100.6	100.7	63.5	87.3	79.6	100.7	77.2	91.6	87.9	87.8
August, 1935	86.4	91.1	83.3	99.1	101.6	101.1	70.5	92.4	79.5	95.9	79.1	92.4	92.4	90.2
August, 1936	88.4	97.2	80.8	100.3	100.1	103.3	77.2	101.3	71.9	98.4	82.3	100.2	94.0	94.5
August, 1937	90.8	103.8	78.8	104.3	86.0	93.6	79.4	110.0	72.0	104.0	84.6	104.6	103.2	106.1
August, 1938	88.8	98.4	71.0	91.5	82.2	90.6	72.1	96.8	70.6	98.9	81.3	97.2	102.0	102.9
August, 1939	93.5	102.9	71.9	96.5	81.0	89.0	71.7	95.5	68.6	95.3	80.4	95.7	99.5	99.7
August, 1940	113.2	119.8	97.8	122.7	106.6	110.8	97.4	122.4	96.0	125.8	99.8	116.6	115.5	112.8
August, 1941	134.0	146.4	113.9	147.2	132.0	141.2	114.8	148.4	120.6	162.6	120.2	145.8	132.0	131.4
1940														
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.9	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.3	134.7	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.0	146.4	113.9	147.2	132.0	141.2	114.8	148.4	120.6	162.6	120.2	145.8	132.0	131.4

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
August, 1929	169.7	182.4	128.7	127.0	150.4	137.9	172.8	214.7	205.5	187.9	94.5	94.2
August, 1930	112.7	125.3	114.0	115.8	130.1	123.9	111.4	143.8	171.3	158.7	88.2	90.5
August, 1931	90.8	100.9	100.5	104.0	108.7	103.5	99.0	127.8	138.0	128.2	84.2	86.7
August, 1932	61.8	64.9	86.5	93.3	81.7	74.9	63.4	78.8	100.8	93.4	72.4	77.1
August, 1933	72.4	70.6	84.2	89.8	76.7	70.3	60.3	74.9	91.7	84.9	70.8	75.1
August, 1934	86.7	82.9	83.6	87.8	91.8	84.2	68.3	84.9	99.2	91.6	75.4	79.7
August, 1935	95.7	89.5	90.7	89.5	96.3	88.3	73.0	90.7	102.7	93.9	84.8	84.5
August, 1936	99.8	96.5	91.2	94.4	101.5	96.7	75.4	96.0	108.9	101.2	89.5	92.2
August, 1937	110.7	109.5	90.8	100.7	111.8	106.5	87.8	111.8	111.0	104.1	92.6	101.4
August, 1938	93.6	90.4	90.9	98.1	118.4	108.6	84.8	104.0	105.9	98.1	92.7	98.8
August, 1939	103.0	99.5	104.8	111.8	122.7	112.5	88.9	109.0	101.7	94.2	100.4	106.6
August, 1940	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.8	135.0	134.6
August, 1941	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8	124.8	159.5	163.7
1940												
September	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.5	145.8	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	132.7	135.9	149.3	133.1	134.5	169.1	124.9	119.1	152.2	152.7
August	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8	124.8	159.5	163.7

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
August, 1936	77.2	86.7	79.7	73.5	69.9	92.1
August, 1937	79.4	91.4	84.1	75.9	63.8	97.8
August, 1938	72.1	82.6	74.6	68.2	65.9	86.5
August, 1939	71.7	86.9	73.2	67.2	65.0	88.7
August, 1940	97.4	133.3	92.7	94.8	86.0	111.1
August, 1941	114.8	155.7	120.8	109.7	94.1	119.9
1941						
March	104.4	128.7	100.1	110.2	90.6	85.8
April	146.9	185.9	149.7	154.0	120.6	106.4
May	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.8	155.7	120.8	109.7	94.1	119.9
% Change, August, 1941 / August, 1940 ..	+17.9	+16.8	+30.3	+15.7	+ 9.4	+ 7.9
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+22.2	+30.0	+20.6	+24.6	+18.2	+11.0
Women's Clothing Stores						
August, 1936	71.9	75.4	74.6	70.0	65.8	81.7
August, 1937	72.0	82.8	73.7	68.5	65.8	90.2
August, 1938	70.6	86.5	69.4	66.3	69.2	91.6
August, 1939	68.6	85.6	64.3	65.0	73.2	84.6
August, 1940	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941	120.6	158.0	119.3	121.7	105.9	124.1
1941						
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.9	200.9	173.3	175.2	145.6	156.5
May	142.1	193.2	147.8	137.7	129.5	145.7
June	133.2	163.4	142.7	129.8	115.6	137.0
July	111.0	133.5	108.0	108.9	105.6	129.8
August	120.6	158.0	119.3	121.7	105.9	124.1
% Change, August, 1941 / August, 1940 ..	+25.6	+25.3	+39.7	+27.2	+14.6	+ 3.2
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+19.8	+25.1	+22.4	+22.2	+11.3	+11.1
Grocery and Meat Stores						
August, 1936	91.2	(g)	82.1	92.4	104.7	97.2
August, 1937	90.8	(g)	81.0	88.5	111.3	106.8
August, 1938	90.9	(g)	84.2	91.1	101.4	98.7
August, 1939	104.8	110.8	94.8	100.9	129.3	115.8
August, 1940	124.2	131.3	109.6	121.9	150.9	139.6
August, 1941	145.5	150.8	131.1	145.8	167.5	156.2
1941						
March	134.7	129.6	137.7	139.3	118.5	131.0
April	132.2	124.3	135.0	135.8	119.6	131.8
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.5	132.3	141.4	135.7	147.0	146.2
July	132.7	137.8	121.3	133.7	148.4	137.4
August	145.5	150.8	131.1	145.8	167.5	156.2
% Change, August, 1941 / August, 1940 ..	+17.1	+14.9	+19.6	+19.6	+11.0	+11.9
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+12.9	+11.8	+11.7	+15.5	+ 9.0	+11.0

(c) Includes men's furnishings.
(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
August, 1936	82.3	83.9	78.7	80.6	80.7	94.6
August, 1937	84.6	92.3	82.8	81.5	79.7	103.3
August, 1938	81.3	82.3	83.0	78.0	78.2	97.1
August, 1939	80.4	84.1	79.9	77.6	77.9	93.5
August, 1940	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941	120.2	139.5	120.0	121.3	106.4	137.5
1941						
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.2	139.5	120.0	121.3	106.4	137.5
% Change, August, 1941 / August, 1940 ..	+20.4	+27.5	+23.5	+21.9	+18.6	+13.2
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+17.2	+26.0	+15.9	+18.2	+14.7	+15.9
Variety Stores						
August, 1936	89.5	95.1	88.0	87.7	89.0	98.9
August, 1937	92.6	100.0	95.5	89.8	86.2	100.8
August, 1938	92.7	97.6	95.3	90.3	97.0	101.8
August, 1939	100.4	118.4	104.0	94.7	97.7	106.2
August, 1940	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941	159.5	208.0	171.8	151.2	141.6	141.2
1941						
March	121.0	156.0	122.2	117.5	116.2	105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	159.8	200.5	181.1	151.4	144.9	118.1
June	154.0	196.7	172.3	144.5	144.0	118.1
July	152.2	196.2	160.7	143.1	152.0	128.6
August	159.5	208.0	171.8	151.2	141.6	141.2
% Change, August, 1941 / August, 1940 ..	+18.1	+19.5	+24.8	+17.7	+ 8.8	+11.1
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+21.4	+29.8	+23.5	+21.7	+15.1	+10.4
Drug Stores						
August, 1936	94.0	99.4	91.9	93.5	94.2	96.8
August, 1937	103.2	109.7	102.5	104.7	97.7	102.2
August, 1938	102.0	104.4	100.0	101.8	103.6	102.4
August, 1939	99.5	106.0	99.5	98.2	97.8	105.4
August, 1940	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941	132.0	148.6	126.0	132.4	132.6	127.5
1941						
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.0	148.6	126.0	132.4	132.6	127.5
% Change, August, 1941 / August, 1940 ..	+14.3	+14.0	+14.5	+15.1	+14.8	+ 7.1
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+15.5	+22.4	+12.1	+17.1	+14.5	+11.4

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1940 AND AUGUST, 1941

(Based on sales of 17 firms)

	August 1940	August 1941	% Change, 1941/1940
	$	$	
TOTAL SALES	17,478,172	21,191,015	+ 21.2
1. Women's dresses, coats and suits	1,528,528	1,801,415	+ 17.9
2. Girls' and infants' wear	502,544	640,050	+ 27.4
3. Hosiery and gloves	649,241	1,088,351	+ 67.6
4. Lingerie and corsets	699,978	808,521	+ 15.5
5. Millinery	207,894	222,747	+ 7.1
6. Women's and children's apparel--(Total, 1-5)	3,588,185	4,561,084	+ 27.1
7. Men's and boys' clothing and furnishings	1,613,130	1,895,740	+ 17.5
8. Drugs and toilet articles and preparations	522,846	604,933	+ 15.7
9. Piece goods	1,468,539	1,789,204	+ 21.8
10. Smallwares	576,862	666,520	+ 15.5
11. Food and kindred products	1,613,774	1,892,330	+ 17.3
12. Furniture (including mattresses and springs)	1,624,956	1,954,558	+ 20.3
13. Home furnishings	1,405,488	1,746,314	+ 24.2
14. Household appliances and electrical supplies	569,313	750,681	+ 31.9
15. Hardware and kitchen utensils	691,150	886,006	+ 28.2
16. Radios, musical instruments and supplies	231,353	277,537	+ 20.0
17. Shoes and other footwear	1,176,257	1,312,187	+ 11.6
18. Stationery, books and magazines	233,276	275,441	+ 18.1
19. All other departments, total	2,163,043	2,578,480	+ 19.2

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1941

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MONTHLY INDEXES OF RETAIL SALES, SEPTEMBER, 1941

(1935 - 1939 = 100)

September sales of retail trading establishments in Canada were up 3 per cent from August and were 21 per cent higher than in September a year ago. The 21 per cent increase over September, 1940 compares with increases of 18 per cent and 19 per cent for the two preceding months and was also greater than the spread between this year and last recorded during the first half of the year, cumulative figures for the first nine months of 1941 standing 17 per cent above the corresponding period of 1940. Indexes of sales unadjusted for seasonal variations and on the base, 1935 - 1939 equals 100, stand at 137.4 for September, 1941, 134.1 for August and 113.9 for September, 1940.

On making adjustments for differences in number of business days and for normal seasonal movements, the adjusted index stands at 136.6 for September, compared with 146.5 for August, 134.9 for July and 134.3 for June. The August peak in the adjusted indexes is indicative of a shift in the seasonal distribution of retail trade, a greater proportion of the annual business of the country being transacted in that month than was the case in earlier years. This shift is noticeable in most of the lines of retail business for which figures are available and is outstanding in the case of the grocery, hardware, clothing and footwear trades.

Major increases over September, 1940 were recorded for all lines of business, percentage changes in sales ranging from 13 per cent for furniture stores to 25 per cent for jewellery stores. Department stores transacted 22 per cent more business in September of this year than last, results on a regional basis indicating increases of 31 per cent for the Maritime Provinces, 21 per cent for Quebec, 18 per cent for Ontario, 23 per cent for the Prairie Provinces and 28 per cent for British Columbia. Department store sales for the first 9 months of the current year stand 18 per cent above the corresponding period of 1940 with increases for the various territorial regions standing at 26 per cent for the Maritime Provinces, 17 per cent for Quebec, 18 per cent for Ontario, 16 per cent for the Prairie Provinces and 18 per cent for British Columbia.

Variety store sales declined by 4 per cent from August but were 22 per cent higher than in September of 1940,, while sales for the year to date stand 21 per cent above the first nine months a year ago. Percentage increases between September of this year and last for each of the five economic divisions of the couhtry, with increases for the year to date in brackets, are as follows: Maritime Provinces, 26 per cent (29 per cent); Quebec, 27 per cent (24 per cent); Ontario, 20 per cent (21 per cent); Prairie Provinces, 16 per cent (15 per cent) and British Columbia, 14 per cent (11 per cent).

Drug store sales averaged 17 per cent higher in September, 1941 than 1940, while figures for the first nine months of the current year stand 16 per cent above the corresponding period of last year. On making allowance for normal seasonal movements, the seasonally adjusted index for September stands at 131.2, practically unchanged from the immediately preceding months. Figures on a regional basis show the Maritime Provinces leading in point of view of increased business, both for the month of September and also for the year to date. Percentage increases in sales between September of this

year and last for each of the economic divisions of the country with corresponding ratios for the first nine months of this year over last are as follows: Maritime Provinces, 24 per cent (23 per cent); Quebec, 20 per cent (13 per cent); Ontario, 17 per cent (17 per cent); Prairie Provinces, 14 per cent (14 per cent); British Columbia, 10 per cent (11 per cent).

Sales of stores specializing in men's clothing or furnishings gained 13 per cent between August and September, the September figure standing 20 per cent above the corresponding month of 1940, while cumulative figures for the first nine months of the current year ranged 22 per cent above the corresponding period a year ago. The September increase was greatest in Quebec, while the Maritime Provinces stand highest for the year to date. Percentage increases in sales between September of this year and last for the various regions of the country with results for the nine month period in brackets are as follows: Maritime Provinces, 19 per cent (29 per cent); Quebec, 26 per cent (21 per cent); Ontario, 16 per cent (23 per cent); Prairie Provinces, 24 per cent (19 per cent) and British Columbia, 18 per cent (12 per cent).

Women's clothing store sales gained 13 per cent between August and September and averaged 18 per cent above the level of September, 1940, while sales for the year to date stand 19 per cent above the first nine months of last year. The results for women's clothing stores were similar to those for stores specializing in men's clothing in that Quebec registered the greatest increase in the September comparison, while the Maritime Provinces stand first in point of view of increased sales for the year to date. Increases between September of this year and last by regions, with ratios for the first nine months of this year compared with last in brackets are as follows: Maritime Provinces, 22 per cent (25 per cent); Quebec, 27 per cent (23 per cent); Ontario, 11 per cent (21 per cent); Prairie Provinces, 25 per cent (13 per cent) and British Columbia, 21 per cent (12 per cent).

Grocery or grocery and meat store sales ranged 23 per cent higher in September, 1939 than in September, 1940, while figures for the first 9 months of the current year stand 14 per cent above the corresponding period a year ago. These results are based on returns submitted by practically all chain store companies in the food retailing field, together with statements of sales secured from about 1,000 independent grocery stores, the results for chains and independents being weighted in proportion to their relative importance in the total grocery trade. Increases in September of this year over last, with increases for the year to date, were more uniform for the various sections of the country than was the case for other lines of business for which figures are available. September increases for each region, with figures for the year to date in brackets, stand as follows: Maritime Provinces, 24 per cent (13 per cent); Quebec, 24 per cent (13 per cent); Ontario, 24 per cent (17 per cent); Prairie Provinces, 19 per cent (11 per cent) and British Columbia, 22 per cent (12 per cent).

Shoe store sales in Canada transacted 17 per cent more business in September, 1941 than in 1940, figures on a regional basis ranging from 15 per cent in Ontario to 19 per cent in the Maritime and the Prairie Provinces. Candy store sales were up 23 per cent over September a year ago, hardware store sales gained 20 per cent and restaurants were up 17 per cent. Stores specializing in the sale of radios and electrical household appliances or equipment reported a 18 per cent increase in dollar volume over September, 1940, while sales were up 19 per cent from the immediately preceding month of August. The increase over August was considerably lower than the usual seasonal improvement for this time of year, with the result that the seasonally adjusted index declined to 135.1 for September compared with 174.4 for August and 169.1 for July.

A pronounced increase of 44 per cent in jewellery store sales in the Maritime Provinces and British Columbia was modified by smaller gains of 21 per cent in Quebec, 25 per cent in Ontario and 16 per cent in the Prairie Provinces, resulting in an average increase of 25 per cent for the country as a whole.

A comparison of department store sales by departments for September of this year and last for 18 department store companies furnishing this information reveal pronounced increases for all major departments with the exception of radios and musical instruments, in which case a minor gain of 5 per cent was recorded. The hardware and kitchen utensil department was up 29 per cent; food and kindred products, 26 per cent; men's and boys' clothing and furnishings, 26 per cent and women's and children's apparel, 23 per cent. Household appliances and electrical supplies gained 24 per cent; home furnishings were up 17 per cent, while the furniture department increased by 15 per cent. Results for other departments are shown in the attached table.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	September, 1941 + or - per cent compared with			Cumulative Indexes
	Sept. 1930	Sept. 1940	August 1941	Jan.-Sept., 1941 / Jan.-Sept., 1940
General Index	+ 12.4	+ 20.6	+ 2.5	+ 16.7
Boot and Shoe Stores	+ 10.8	+ 16.4	+ 15.5	+ 18.5
Candy Stores	- 21.1	+ 22.8	- 7.5	+ 18.4
Men's Clothing Stores	+ 20.1	+ 19.9	+ 12.7	+ 21.8
Women's Clothing Stores	+ 8.5	+ 18.1	+ 12.9	+ 19.4
Department Stores	+ 6.3	+ 21.8	+ 15.4	+ 17.8
Drug Stores	+ 21.4	+ 16.7	- 0.9	+ 15.7
Furniture Stores	+ 10.1	+ 12.7	+ 0.6	+ 14.4
Grocery and Meat Stores	+ 18.1	+ 23.0	- 8.4	+ 14.1
Hardware Stores	+ 17.7	+ 20.4	+ 4.7	+ 18.0
Radio and Electrical Stores	- 12.3	+ 17.7	+ 18.5	+ 17.1
Restaurants	- 18.1	+ 17.0	- 3.3	+ 16.1
Variety Stores	+ 82.9	+ 21.5	- 4.0	+ 21.3

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

September, 1940 and September, 1941

Region	Sales in September, 1941 compared with Sales in September, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 16.5	+ 25.3
Maritime Provinces	+ 19.1	+ 43.8
Quebec	+ 17.9	+ 21.2
Ontario	+ 15.1	+ 24.5
Prairie Provinces	+ 19.3	+ 16.3
British Columbia	+ 16.2	+ 44.0

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
September, 1929	138.5	144.2	148.2	166.1	184.4	208.7	144.8	167.8	126.4	149.7	140.7	143.9	116.9	124.3
September, 1930	122.2	123.8	119.0	130.1	150.7	165.9	107.1	120.6	124.1	142.8	130.8	128.9	107.9	112.4
September, 1931	106.2	107.3	107.3	117.8	128.6	141.0	88.0	98.3	99.1	113.1	107.9	106.3	101.0	104.6
September, 1932	88.3	88.2	90.7	97.4	102.7	111.7	75.5	83.3	79.2	89.3	89.8	87.8	90.1	93.0
September, 1933	87.7	84.4	90.8	91.0	98.9	102.4	74.4	78.1	80.9	86.8	93.3	90.1	85.9	86.6
September, 1934	88.4	87.9	95.2	97.4	93.1	99.7	77.0	84.0	87.2	97.2	94.5	95.0	87.2	90.0
September, 1935	89.3	92.6	91.5	97.4	90.3	102.2	82.2	95.2	82.1	97.3	93.5	95.6	87.5	93.1
September, 1936	98.4	97.8	97.8	100.0	94.6	103.7	97.7	100.4	93.1	98.6	103.0	101.5	97.0	96.5
September, 1937	106.6	105.4	110.2	110.7	94.8	103.5	107.5	110.0	98.4	103.8	105.6	103.7	106.3	105.7
September, 1938	103.0	101.2	107.0	107.1	88.9	96.7	98.9	98.4	95.3	99.7	102.3	100.0	103.8	102.9
September, 1939	116.4	109.9	122.2	96.6	85.5	88.5	115.4	109.2	110.2	109.7	117.3	113.3	104.4	101.1
September, 1940	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
September, 1941	137.4	136.6	131.8	111.4	118.9	130.8	128.6	130.6	134.6	143.7	139.0	137.0	131.0	131.2
1940														
September	113.9	116.5	113.2	98.0	96.8	109.6	107.3	112.1	114.0	125.3	114.1	116.7	112.3	114.8
October	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.4	134.9	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119.2	160.8	120.4	146.1	132.2	131.6
September	137.4	136.6	131.8	111.4	118.9	130.8	128.6	130.6	134.6	143.7	139.0	137.0	131.0	131.2

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
September, 1929	164.4	157.5	125.0	133.4	172.1	161.8	252.7	211.4	185.1	181.2	82.5	90.7
September, 1930	126.9	117.2	113.4	118.1	133.1	120.1	179.7	144.3	158.7	153.3	83.4	89.1
September, 1931	106.7	97.7	105.7	109.1	113.0	102.0	138.9	109.0	132.1	127.6	80.1	85.5
September, 1932	80.4	69.3	90.6	91.7	85.3	76.3	100.7	76.6	100.6	96.9	72.6	76.9
September, 1933	86.1	71.8	88.3	84.1	84.2	74.0	84.0	63.0	90.4	86.2	76.2	76.1
September, 1934	95.3	82.4	83.4	82.5	94.0	84.6	98.5	76.4	92.2	89.4	76.8	79.1
September, 1935	101.0	89.5	84.6	90.3	99.1	88.5	99.6	77.2	99.0	96.9	79.2	87.0
September, 1936	114.6	97.9	91.8	94.8	109.9	93.4	115.5	99.0	105.1	101.5	88.3	94.3
September, 1937	128.2	109.5	102.7	105.2	126.5	107.5	126.0	108.0	107.9	104.2	99.3	105.6
September, 1938	106.6	92.6	101.4	102.6	120.5	102.4	115.7	99.2	101.2	97.5	101.1	107.1
September, 1939	115.4	97.9	117.9	112.2	135.6	115.3	120.2	103.0	104.1	99.2	115.2	115.1
September, 1940	124.0	111.8	108.9	116.2	130.2	115.3	133.9	119.6	111.0	108.7	125.5	137.9
September, 1941	139.7	121.4	133.9	139.4	156.7	133.2	157.6	135.1	129.9	125.5	152.5	162.9
1940												
October	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.4	145.7	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	133.0	136.3	149.3	133.1	134.5	169.1	124.9	119.1	152.2	152.7
August	138.8	135.5	146.1	148.4	149.6	142.4	136.9	174.4	134.4	124.4	158.9	163.1
September	139.7	121.4	133.9	139.4	156.7	133.2	157.6	135.1	129.9	125.5	152.5	162.9

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores[c]						
September, 1936 ..	97.7	88.6	92.5	92.4	123.0	111.3
September, 1937 ..	107.5	97.7	109.5	107.9	105.8	110.4
September, 1938 ..	98.9	88.3	97.7	97.9	113.5	95.3
September, 1939 ..	115.4	102.0	115.1	110.3	143.6	112.2
September, 1940 ..	107.3	130.8	99.8	106.9	109.9	106.7
September, 1941 ..	128.6	156.2	125.7	124.1	135.7	125.8
1941						
April	146.9	185.9	149.7	154.0	120.6	106.4
May	135.5	174.7	142.8	133.5	122.7	110.4
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.1	156.3	120.6	108.0	93.8	121.9
September	128.6	156.2	125.7	124.1	135.7	125.8
% Change, September, 1941 / September, 1940	+19.9	+19.4	+26.0	+16.1	+23.5	+17.9
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+21.8	+28.7	+21.2	+23.3	+18.9	+12.1
Women's Clothing Stores						
September, 1936 ..	93.1	77.3	92.4	91.5	99.6	100.9
September, 1937 ..	98.4	93.1	96.8	99.5	94.6	105.0
September, 1938 ..	95.3	91.1	91.6	97.7	92.7	99.5
September, 1939 ..	110.2	99.6	104.2	111.0	118.0	115.6
September, 1940 ..	114.0	130.1	103.1	119.1	106.3	123.3
September, 1941 ..	134.6	159.0	131.1	132.3	132.8	148.7
1941						
April	169.9	200.9	173.3	175.2	145.6	156.5
May	142.1	193.2	147.8	137.7	129.5	145.7
June	133.2	163.4	142.7	129.8	115.6	137.0
July	111.0	133.5	108.0	108.9	105.6	129.2
August	119.2	157.0	119.4	119.8	105.1	120.7
September	134.6	159.0	131.1	132.3	132.8	148.7
% Change, September, 1941 / September, 1940	+18.1	+22.2	+27.2	+11.1	+24.9	+20.6
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+19.4	+24.7	+23.0	+20.6	+12.8	+11.9
Grocery and Meat Stores						
September, 1936 ..	92.8	(g)	84.4	91.1	110.3	93.0
September, 1937 ..	102.7	(g)	95.2	101.7	120.2	107.9
September, 1938 ..	101.4	(g)	98.0	100.6	114.9	96.1
September, 1939 ..	117.9	122.8	111.3	115.4	136.9	118.2
September, 1940 ..	108.9	118.4	102.0	106.5	124.6	109.9
September, 1941 ..	133.9	147.0	126.1	132.0	148.7	133.9
1941						
April	132.2	124.3	135.0	135.8	119.6	131.8
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.4	132.3	141.4	136.1	146.8	146.2
July	133.0	137.8	121.3	134.6	148.6	136.9
August	146.1	150.8	131.1	145.8	171.2	156.6
September	133.9	147.0	126.1	132.0	148.7	133.9
% Change, September, 1941 / September, 1940	+23.0	+24.2	+23.6	+23.9	+19.3	+21.8
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+14.1	+13.2	+12.9	+16.5	+10.5	+12.1

[c] Includes men's furnishings. [g] Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
September, 1936 ..	103.0	92.4	98.5	97.7	116.0	101.7
September, 1937 ..	105.6	99.9	112.4	104.4	103.9	108.8
September, 1938 ..	102.3	90.8	107.4	105.9	97.8	101.9
September, 1939 ..	117.3	100.1	118.7	117.4	120.6	117.7
September, 1940 ..	114.1	114.8	116.8	117.2	107.3	116.6
September, 1941 ..	139.0	150.6	141.0	138.2	131.9	148.9
1941						
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.4	137.2	120.3	121.6	107.0	138.0
September	139.0	150.6	141.0	138.2	131.9	148.9
% Change, September, 1941 / September, 1940	+21.8	+31.2	+20.7	+17.9	+22.9	+27.7
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+17.8	+26.4	+16.5	+18.2	+15.9	+17.5
Variety Stores						
September, 1936 ..	88.3	88.6	86.7	86.4	97.7	89.8
September, 1937 ..	99.3	99.5	102.5	98.1	97.5	98.3
September, 1938 ..	101.1	100.2	102.8	99.8	102.4	102.2
September, 1939 ..	115.2	132.7	121.8	109.0	117.7	107.2
September, 1940 ..	125.5	160.2	128.1	118.2	128.6	115.9
September, 1941 ..	152.5	201.7	162.9	141.8	148.7	132.3
1941						
April	143.4	184.1	149.2	137.6	140.0	117.7
May	159.8	200.5	181.1	151.4	144.9	118.1
June	154.0	196.7	172.3	144.5	144.0	118.1
July	152.2	196.2	160.7	143.1	152.0	128.6
August	158.9	207.4	170.9	150.5	141.8	141.2
September	152.5	201.7	162.9	141.8	148.7	132.3
% Change, September, 1941 / September, 1940	+21.5	+25.9	+27.2	+20.0	+15.6	+14.2
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+21.3	+29.3	+23.9	+21.4	+15.1	+10.8
Drug Stores						
September, 1936 ..	97.0	94.8	93.5	94.0	108.0	100.2
September, 1937 ..	106.3	104.2	104.4	104.4	111.4	112.4
September, 1938 ..	103.8	97.2	100.2	101.5	113.5	109.6
September, 1939 ..	104.4	103.7	100.5	101.9	113.7	108.2
September, 1940 ..	112.3	115.0	107.8	111.2	117.0	116.4
September, 1941 ..	131.0	142.1	129.0	130.0	133.0	127.7
1941						
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.2	149.3	126.4	132.5	132.7	128.2
September	131.0	142.1	129.0	130.0	133.0	127.7
% Change, September, 1941 / September, 1940	+16.7	+23.6	+19.7	+16.9	+13.7	+ 9.7
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+15.7	+22.6	+13.0	+17.0	+14.4	+11.3

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1940 AND SEPTEMBER, 1941

(Based on sales of 18 firms)

	September 1940	September 1941	% Change 1941/40
	$	$	
TOTAL SALES	21,331,586	25,918,321	+ 21.5
1. Women's dresses, coats and suits	2,137,376	2,625,507	+ 22.8
2. Girls' and infants' wear	859,472	1,176,461	+ 36.9
3. Hosiery and gloves	915,302	1,104,334	+ 20.7
4. Lingerie and corsets	834,062	1,003,528	+ 20.3
5. Millinery	419,528	444,257	+ 5.9
6. Women's and children's apparel--(Total, 1-5)	5,165,740	6,354,087	+ 23.0
7. Men's and boys' clothing and furnishings	2,473,208	3,118,146	+ 26.1
8. Drugs and toilet articles and preparations	531,990	636,924	+ 19.7
9. Piece goods	1,643,021	1,979,806	+ 20.5
10. Smallwares	706,812	813,000	+ 15.0
11. Food and kindred products	1,616,923	2,032,509	+ 25.7
12. Furniture (including mattresses and springs)	1,367,311	1,577,968	+ 15.4
13. Home furnishings	1,649,063	1,924,995	+ 16.7
14. Household appliances and electrical supplies	778,282	966,059	+ 24.1
15. Hardware and kitchen utensils	702,532	908,059	+ 29.3
16. Radios, musical instruments and supplies	365,570	385,454	+ 5.4
17. Shoes and other footwear	1,680,233	1,942,173	+ 15.6
18. Stationery, books and magazines	394,722	453,241	+ 14.8
19. All other departments, total	2,256,179	2,825,900	+ 25.3

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

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MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1941
(1935-1939 = 100)

The general level of retail purchasing in Canada during the month of October was up 11 per cent from September and was 16 per cent higher than in October a year ago according to indexes of dollar sales covering the operations of a representative number of firms in twelve trades dealing chiefly in foods, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base 1935- 100 stands at 152.4 for October, 1941, 137.3 for September and at 131.9 for October a year ago.

The 16 per cent increase recorded in October of this year over last was approximately equal to the gain recorded for the year to date and was lower than the percentage increases for immediately preceding months. Compared with 1940, September sales this year were up 21 per cent, August, 18 per cent and July, 19 per cent. The 11 per cent increase between September and October was slightly in excess of the usual seasonal movement for this time of year, the general index of sales, when adjusted for differences in number of business days and for normal seasonal movements, advancing from 136.4 for September to 138.0 for October.

Restrictions on instalment buying introduced during the month under review are reflected in the sales figures for furniture stores and stores specializing in radios, musical instruments and electrical household appliances. Furniture store sales were only 2 per cent higher in October of this year than last, an increase far below the 13 per cent gain for the year to date. Radio and electrical store sales were 4 per cent higher in October of this year than last compared with a gain of 16 per cent for the year to date. These percentage changes are based on dollar sales and do not take into consideration the higher prices prevailing in 1941 than a year ago. Proper corrections for changes in retail prices would reveal a considerable reduction in the quantity of these goods sold.

All other trades for which data are available reported more substantial increases in October of this year over last, percentage gains in dollar sales ranging from 10 per cent for women's clothing stores to 23 per cent for candy stores being recorded. Department store sales gained 13 per cent; drug stores, 14 per cent; restaurants, 16 per cent; men's clothing stores, 16 per cent; hardware stores, 16 per cent; shoe stores, 17 per cent; variety stores 18 per cent and grocery and meat stores, 20 per cent. Jewellery store sales also gained 20 per cent.

Results on a regional basis, where available, indicate gains in the Prairie Provinces considerably below those for other sections of the country and gains in the Maritime Provinces more in line with those recorded in Central Canada than was formerly the case. Percentage increases in department store sales for the five economic divisions in October, 1941 over October, 1940 with figures for the year to date in brackets are as follows: Maritime Provinces, 18 per cent (25 per cent); Quebec, 21 per cent (17 per cent); Ontario, 16 per cent (18 per cent); Prairie Provinces, 8 per cent (14 per cent); British Columbia, 18 per cent (17 per cent). Corresponding ratios for grocery and meat stores are: Maritime Provinces , 26 per cent (15 per cent); Quebec, 23 per cent (14 per cent); Ontario, 20 per cent (17 per cent); Prairie Provinces, 15 per cent (11 per cent) and British Columbia, 18 per cent (13 per cent).

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	October, 1941 + or − per cent compared with			Cumulative Indexes
	Oct. 1930	Oct. 1940	September 1941	Jan.-Oct.,1941 / Jan.-Oct.,1940
General Index	+12.6	+15.5	+11.0	+16.5
Boot and Shoe Stores	+ 1.8	+16.6	+ 0.2	+18.3
Candy Stores	- 9.7	+22.8	+13.1	+18.8
Men's Clothing Stores	+13.3	+16.4	+31.8	+21.0
Women's Clothing Stores	+19.9	+10.4	+21.3	+18.3
Department Stores	+ 4.2	+13.3	+15.3	+17.2
Drug Stores	+24.7	+14.2	+ 8.5	+15.5
Furniture Stores	+ 3.5	+ [illegible].8	- 1.7	+12.9
Grocery and Meat Stores	+23.6	+20.4	+ 8.7	+14.7
Hardware Stores	+11.5	+16.0	+ 4.1	+17.9
Radio and Electrical Stores	-30.0	+ 4.0	- 2.0	+15.8
Restaurants	-17.2	+15.5	+ 1.1	+15.9
Variety Stores	+81.6	+17.7	+13.5	+20.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

October, 1940 and October, 1941

Region	Sales in October, 1941 Compared with Sales in October, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+16.6	+20.0
Maritime Provinces	+12.3	+37.3
Quebec	+23.0	+21.7
Ontario	+18.1	+21.8
Prairie Provinces	+[illegible]	+14.2
British Columbia	+ 6.9	+ 7.4

Regional Trends in Retail Trade

Introduction

Indexes of retail sales for various lines of business in the five economic divisions of Canada have been published by the Dominion Bureau of Statistics for a number of years. However, no attempt was made to measure the general trend in sales in each region of the country until this year. The April and July issues of this bulletin contained a summary giving comparisons of sales for the first two quarters of this year and last. Similar comparisons for the third quarter are given in the following paragraphs.

The results are the averages for eight trades giving representation to sales of food stores, clothing stores, department stores, variety stores, drug stores, new passenger cars and country general stores. The two latter items are not included in the regular monthly series. Exact comparisons cannot be made between the general indexes of sales based on the eight trades for which regional data are available and the general indexes based on 12 trades shown in the regular part of this report. Retail trade in Canada improved 14 per cent in the first nine months of this year over last according to the regional survey, whereas the increase in the general index for the 12 lines of business from which the monthly series is derived amounted to 17 per cent. The inclusion of results for new passenger cars and country general stores, whose increases over last year are more moderate than those recorded for other components, is largely responsible for the smaller increase recorded by the general index for the regional series than that shown in the general index for twelve lines of business.

Sales in the third quarter of 1941 increased 19 per cent from the third quarter of 1940 and 27 per cent over the similar period of 1939, according to the general index for Canada as derived from regional general indexes. Increases in the first and second quarters of this year over last amounted to 11 and 12 per cent. Sales in the first nine months of this year were 14 per cent above those to the end of September last year and 27 per cent higher than sales in the same period of 1939.

Maritime Provinces

Retail sales in the Maritime Provinces were up 20 per cent in the third quarter of this year over the corresponding period a year ago and averaged 34 per cent higher than in the same three months of 1939. The 20 per cent increase over the third quarter of last year compares with a gain of 15 per cent in the second quarter of this year over last and 12 per cent in the first quarter. Sales in the first nine months of this year increased 16 per cent over last year and 33 per cent over the corresponding period of 1939.

Department store sales stood 27 per cent higher during the third quarter of this year than last and were up 26 per cent for the nine-month period. Increases of 20 per cent in sales of both men's and women's clothing stores over the third quarter of last year were more moderate than gains recorded in the first half of the year. Sales to the end of September this year stood 29 per cent higher for men's clothing stores and 25 per cent higher for women's clothing stores than sales of the corresponding period a year ago. The dollar value of new passenger car sales was up 47 per cent in the third quarter, while the increase in the first nine months of this year over last was 6 per cent. Increases for other groups in the third quarter of 1941 over 1940, with comparisons for the first nine months in brackets, were as follows: country general stores, 14 per cent (8 per cent); drug stores, 21 per cent (23 per cent); grocery and meat stores, 18 per cent (13 per cent); variety stores, 23 per cent (29 per cent).

Quebec

Sales of retail stores in Quebec averaged 23 per cent higher in the third quarter of this year over last and were 31 per cent above sales in the same period of 1939. The increase in the most recent quarter is substantially larger than gains of 11 and 12 per cent recorded in the first and second quarters of this year over last. Cumulative indexes for the first nine months of 1941 were 15 per cent higher than those for last year and were up 24 per cent from 1939.

Grocery and meat store sales were up 21 per cent in the third quarter of this year over last, while sales in the first nine months showed improvement of 13 per cent over the corresponding period a year ago. Department store sales were up 21 per cent in the third quarter, as against an increase of 17 per cent for the nine-month period. Clothing store sales and variety store sales continued to lead other trades in extent of gains recorded over corresponding periods in preceding years. Sales of both men's and women's clothing increased about 27 per cent in the third quarter of this year compared with last, while sales of these groups were up 21 and 23 per cent respectively for the nine-month period. An increase of 25 per cent for variety stores in the third quarter was slightly higher than a 24 per cent increase in cumulative totals for the year to date. The dollar value of new passenger cars sold increased 52 per cent over the third quarter of last year, this gain contrasting with a 13 per cent increase for the first nine months of 1941 over last year. Country general stores in Quebec shared more fully in the general retail trade expansion than did such stores located in other regions of Canada. Increases of 18 per cent in the third quarter and 14 per cent for the first nine months surpassed those recorded in any other economic division of the country. Department store sales increased 21 per cent in the third quarter and 16 per cent in the first nine months of this year over last. Drug store sales were up 17 and 13 per cent in the same comparisons.

Ontario

Retail trade in Ontario was 20 per cent higher in the third quarter of 1941 over 1940 and 31 per cent above the corresponding period of 1939. Increases of 13 and 15 per cent over 1940 were recorded in the first and second quarters of this year. Sales averaged 16 per cent higher in the first nine months of this year over last and were up 30 per cent over the nine-month period of 1939.

An increase of 22 per cent for grocery and meat store sales in the third quarter of this year over last compares with gains of 12 and 15 per cent for the first two quarters and combined with these to effect a 17 per cent advance for the first nine months of this year over last. An increase of 14 per cent in sales of men's clothing stores in the third quarter of this year over last was considerably lower than the 23 per cent gain recorded in the nine-month comparison. A 17 per cent gain in sales of women's clothing stores was also below the advance recorded for the nine-month comparison which amounted to 21 per cent. Sales in department stores were 19 per cent higher in the July to September period of this year than last and almost similar to the 18 per cent increase for the year to date. Retail purchases of new passenger cars were valued 51 per cent higher in the third quarter of this year over last and recorded a gain of 8 per cent in the first nine months. Increases in the third quarter of this year over last for other groups, with increases for the nine-month period in brackets, were as follows: country general stores, 10 per cent (9 per cent); drug stores, 17 per cent (17 per cent); variety stores, 19 per cent (21 per cent).

Prairie Provinces

Retail sales in the Prairie Provinces were up 15 per cent in the third quarter of this year over last while a similar gain was recorded over the third quarter of 1939. Increases in earlier periods of this year over last amounted to 4 per cent in the first quarter and 8 per cent in the second quarter. Sales in the first nine months of this year were up 10 per cent over the corresponding period of 1940 and were 21 per cent above sales for the first nine months of 1939.

Increases over last year were more uniform for the various trades covered by this survey in the Prairie Provinces than elsewhere. Men's clothing store sales were up 19 per cent over the third quarter of 1940 and also over the first nine months of that year. Sales of women's clothing stores in the third quarter showed marked improvement over the two preceding quarters, an increase of 18 per cent for the latest three-month period comparing with a 13 per cent advance for the year to date. Increases in the third quarter of this year over last for other trades, with gains for the nine-month period in brackets, were as follows: country general stores, 9 per cent (6 per cent); department stores, 19 per cent (16 per cent); drug stores, 17 per cent (14 per cent); grocery and meat stores, 16 per cent (11 per cent); variety stores, 14 per cent (15 per cent). New passenger cars were up 26 per cent in the third quarter, but declined 12 per cent in the nine-month comparison.

British Columbia

British Columbia reported an increase of 16 per cent in retail trade in the third quarter of 1941 over 1940 and a gain of 27 per cent over the same period of 1939. Increases in the first and second quarters of this year over last were 13 and 9 per cent respectively. The increase for the first nine months of this year over last was 13 per cent, while improvement of 26 per cent was recorded over the same nine months of 1939.

Increases for the various trades, both for the third quarter and for the nine-month period, were as follows: country general stores, 10 per cent (6 per cent); men's clothing stores, 16 per cent (12 per cent); women's clothing stores, 13 per cent (12 per cent); department stores, 19 per cent (18 per cent); drug stores, 10 per cent (11 per cent); grocery and meat stores, 15 per cent (12 per cent); new passenger car sales, 51 per cent (11 per cent); variety store sales, 12 per cent (11 per cent).

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1929	159.2	142.6	161.6	163.1	188.5	196.2	235.1	184.5	147.2	149.2	168.3	139.4	123.1	122.1
October, 1930	135.4	120.9	130.2	130.4	149.0	153.9	149.4	115.9	136.9	137.2	153.3	126.5	113.6	112.3
October, 1931	115.9	102.9	119.8	116.5	148.0	145.7	110.7	83.7	120.7	117.8	123.6	103.9	105.2	101.7
October, 1932	95.5	88.4	98.8	99.0	105.6	107.8	95.3	75.3	88.6	90.5	106.3	93.3	94.1	93.6
October, 1933	91.1	87.8	89.9	96.3	98.2	105.8	92.3	77.1	82.9	89.4	106.3	94.7	84.7	86.2
October, 1934	97.9	91.3	90.7	84.5	96.8	101.1	113.7	92.0	91.2	95.3	109.8	94.5	89.6	89.4
October, 1935	102.7	95.2	94.1	98.0	98.5	102.5	118.4	95.1	96.5	100.1	114.9	98.5	92.9	92.1
October, 1936	114.7	100.2	110.5	107.4	104.0	102.4	138.2	103.6	132.9	101.3	124.4	104.6	103.9	97.5
October, 1937	118.8	107.3	116.9	117.1	101.8	103.2	142.1	109.8	137.8	108.2	123.3	107.7	109.7	104.9
October, 1938	110.7	100.9	102.0	102.2	90.8	92.7	118.4	92.9	121.2	96.6	115.2	101.1	108.9	105.2
October, 1939	117.9	111.1	103.0	97.3	88.6	95.5	133.8	110.9	130.7	110.1	132.4	118.0	107.1	105.8
October, 1940	131.9	120.1	113.7	104.4	109.5	114.0	145.5	115.9	148.6	120.3	141.1	120.9	124.1	119.5
October, 1941	152.4	138.0	132.6	120.8	134.5	138.9	169.3	133.3	164.1	131.3	159.8	136.4	141.7	135.9
1940														
November	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.4	134.9	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119.2	160.8	120.4	146.1	132.2	131.6
September	137.3	136.4	132.3	111.8	118.9	130.8	128.5	130.5	135.3	144.4	138.6	136.6	130.6	130.8
October	152.4	138.0	132.6	120.8	134.5	138.9	169.3	133.3	164.1	131.3	159.8	136.4	141.7	135.9

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
October, 1929	[illegible]	152.9	137.1	134.5	169.2	139.0	325.1	213.2	188.0	184.6	100.0	93.0
October, 1930	133.0	109.6	117.7	113.7	147.3	121.0	220.0	144.3	156.8	153.4	95.2	88.2
October, 1931	127.4	106.2	109.1	100.9	106.8	91.1	162.1	113.6	125.0	121.1	99.0	88.7
October, 1932	82.0	70.8	91.6	88.9	87.9	78.0	97.9	74.0	94.6	93.2	84.3	78.1
October, 1933	78.9	72.2	85.6	89.1	87.0	77.2	81.8	62.7	88.5	88.0	77.7	76.6
October, 1934	96.7	85.4	90.1	91.2	104.3	89.0	106.1	78.8	93.8	92.1	83.2	79.8
October, 1935	111.6	98.6	93.0	93.0	106.2	90.6	122.0	90.6	101.4	99.5	91.8	88.6
October, 1936	130.4	112.6	102.8	95.0	116.4	99.3	137.5	107.0	103.8	100.6	104.0	94.1
October, 1937	129.9	116.1	111.4	106.1	119.0	105.5	134.1	108.6	107.0	105.0	114.1	106.3
October, 1938	117.4	99.6	103.2	100.1	124.1	110.1	124.5	100.8	99.2	97.7	113.1	105.8
October, 1939	130.6	113.5	103.9	108.2	125.8	111.6	129.2	104.6	103.3	102.7	120.7	120.2
October, 1940	135.2	113.4	120.8	120.8	141.6	120.8	148.2	115.4	112.5	110.4	146.9	141.7
October, 1941	137.7	115.5	145.5	143.4	164.3	140.1	154.1	119.9	129.9	127.1	172.9	166.2
1940												
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
December	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.4	145.7	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	133.0	136.3	149.3	133.1	134.5	169.1	125.2	119.4	152.2	152.7
August	138.8	135.5	146.0	148.3	149.6	142.4	136.9	174.4	134.3	124.4	158.9	163.1
September	140.1	121.8	133.8	139.2	157.8	134.2	157.2	134.7	128.5	124.1	152.3	162.6
October	137.7	115.5	145.5	143.4	164.3	140.1	154.1	119.9	129.9	127.1	172.9	166.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores[c]						
October, 1936 ..	138.2	113.4	129.6	136.9	173.9	137.8
October, 1937 ..	142.1	120.9	136.9	150.2	142.0	133.0
October, 1938 ..	118.4	100.6	105.5	113.7	171.5	116.4
October, 1939 ..	133.8	119.4	115.3	131.4	190.6	127.6
October, 1940 ..	145.5	165.2	134.3	145.3	166.0	130.2
October, 1941 ..	169.3	204.9	171.1	167.5	170.5	140.7
1941						
May	135.5	174.7	142.8	133.5	122.7	110.4
June.....	137.5	173.9	142.9	136.1	125.8	115.2
July.....	111.8	164.6	114.6	102.4	106.4	115.6
August.....	114.1	156.3	120.6	108.0	93.8	121.9
September.....	128.5	157.2	122.8	124.9	136.3	127.6
October.....	169.3	204.9	171.1	167.5	170.5	140.7
% Change. October, 1941 / October, 1940	+16.4	+24.0	+27.4	+15.3	+ 2.7	+ 8.1
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+21.0	+28.2	+21.8	+22.2	+16.2	+11.7
Women's Clothing Stores						
October, 1936 ..	132.9	117.1	132.0	134.8	143.6	115.9
October, 1937 ..	137.8	126.3	136.7	144.6	132.5	119.3
October, 1938 ..	121.2	112.6	116.5	118.6	143.9	116.7
October, 1939 ..	130.7	125.9	121.0	131.3	150.3	127.6
October, 1940 ..	148.6	172.6	143.2	147.4	160.8	140.8
October, 1941 ..	164.1	175.8	170.9	164.1	161.9	142.4
1941						
May.....	142.1	193.2	147.8	137.7	129.5	145.7
June.....	133.2	163.4	142.7	129.8	115.6	137.0
July.....	111.0	133.5	108.0	108.9	105.6	129.2
August.....	119.2	157.0	119.4	119.8	105.1	120.7
September.....	135.3	156.9	130.0	133.0	132.7	156.6
October.....	164.1	175.8	170.9	164.1	161.9	142.4
% Change. October, 1941 / October, 1940	+10.4	+ 1.9	+19.3	+11.3	+ 0.7	+ 1.1
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+18.3	+21.4	+22.3	+19.3	+11.0	+11.3
Grocery and Meat Stores						
October, 1936 ..	102.8	(g)	99.8	103.8	108.6	99.5
October, 1937 ..	111.4	(g)	107.4	111.2	119.4	114.8
October, 1938 ..	103.2	(g)	105.0	103.6	102.5	95.0
October, 1939 ..	103.9	104.7	103.7	102.2	110.4	102.3
October, 1940 ..	120.8	122.2	114.8	121.6	130.4	121.4
October, 1941 ..	145.5	154.2	140.7	146.1	150.0	142.7
1941						
May	146.8	141.0	144.1	150.6	144.4	146.4
June	139.4	132.3	141.4	136.1	146.8	146.2
July	133.0	137.8	121.3	134.6	148.6	136.9
August	146.0	150.8	131.1	145.8	171.0	156.6
September	133.8	147.4	126.1	132.0	146.8	134.1
October.....	145.5	154.2	140.7	146.1	150.0	142.7
% Change. October, 1941 / October, 1940	+20.4	+26.2	+22.6	+20.1	+15.0	+17.5
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+14.7	+14.6	+13.9	+16.9	+10.8	+12.7

(c) Includes men's furnishings. (g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
October, 1936	124.4	114.8	111.9	116.3	146.8	118.6
October, 1937	123.3	121.2	117.7	121.9	130.5	118.8
October, 1938	115.2	101.3	110.5	107.5	131.9	114.7
October, 1939	132.4	123.4	121.5	120.5	161.9	120.2
October, 1940	141.1	152.1	135.9	136.6	149.0	136.9
October, 1941	159.8	179.9	164.5	158.6	153.3	161.6
1941						
May	134.3	155.9	143.1	138.2	122.4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.4	137.2	120.1	121.7	107.0	138.0
September	138.6	150.6	140.6	138.0	131.7	147.5
October	159.8	179.9	164.5	158.6	153.3	161.6
% Change. October, 1941 / October, 1940	+13.3	+18.3	+21.0	+16.1	+ 2.9	+18.0
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+17.2	+25.2	+17.1	+17.9	+13.9	+17.4
Variety Stores						
October, 1936	104.0	103.5	98.3	105.1	116.1	98.5
October, 1937	114.1	112.9	114.1	116.8	113.1	101.6
October, 1938	113.1	113.4	117.1	109.7	123.3	103.9
October, 1939	120.7	134.4	121.8	115.8	135.8	107.5
October, 1940	146.9	184.2	150.4	138.5	163.0	118.2
October, 1941	172.9	219.8	183.7	164.6	173.4	133.3
1941						
May	159.8	200.5	181.1	151.4	144.9	118.1
June.....	154.0	196.7	172.3	144.5	144.0	118.1
July	152.2	196.2	160.7	143.1	152.0	128.4
August	158.9	200.8	170.9	150.5	141.8	141.2
September	152.3	207.1	162.7	141.3	148.9	132.3
October	172.9	219.8	183.7	164.6	173.4	133.3
% Change. October, 1941 / October, 1940	+17.7	+19.3	+22.1	+18.8	+ 6.4	+12.8
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+20.9	+28.0	+23.6	+21.0	+14.0	+11.0
Drug Stores						
October, 1936	103.9	100.5	101.5	100.3	115.6	108.3
October, 1937	109.7	111.7	107.2	106.7	115.4	118.8
October, 1938	108.9	104.1	107.2	104.2	122.8	114.5
October, 1939	107.1	104.5	108.3	101.2	120.6	111.9
October, 1940	124.1	129.2	120.9	118.5	138.4	128.4
October, 1941	141.7	150.7	138.4	135.9	155.9	144.4
1941						
May	126.8	140.7	121.1	128.7	125.8	119.6
June.....	122.8	133.7	118.7	125.6	120.2	112.6
July.....	128.0	145.5	122.2	128.8	126.6	124.9
August	132.2	149.3	126.4	132.5	132.7	128.2
September.....	130.6	143.4	127.2	129.9	132.5	127.6
October.....	141.7	150.7	138.4	135.9	155.9	144.4
% Change. October, 1941 / October, 1940	+14.2	+16.6	+14.5	+14.7	+12.6	+12.5
% Change. Jan.-Oct.,1941 / Jan.-Oct.,1940	+15.5	+22.0	+13.0	+16.8	+14.1	+11.4

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1940 AND OCTOBER, 1941

(Based on sales of 17 firms)

	October 1940	October 1941	% Change 1941/40
	$	$	
TOTAL SALES	24,830,225	28,422,828	+14.5
1. Women's dresses, coats and suits	2,937,324	3,221,016	+ 9.7
2. Girls' and infants' wear	1,185,556	1,407,303	+18.7
3. Hosiery and gloves	1,185,783	1,300,735	+ 9.7
4. Lingerie and corsets	1,089,036	1,204,931	+10.6
5. Millinery	378,460	378,791	+ 0.1
6. Women's and children's apparel--(Total, 1-5)	6,776,159	7,512,776	+10.9
7. Men's and boys' clothing and furnishings	3,405,014	3,828,505	+12.4
8. Drugs and toilet articles and preparations	561,548	683,286	+21.7
9. Piece goods	1,908,843	2,183,354	+14.4
10. Smallwares	837,113	951,092	+13.6
11. Food and kindred products	1,933,285	2,356,985	+21.9
12. Furniture (including mattresses and springs)	1,304,346	1,471,016	+12.8
13. Home furnishings	1,742,400	2,021,658	+16.0
14. Household appliances and electrical supplies	752,062	880,081	+17.0
15. Hardware and kitchen utensils	745,201	908,587	+21.9
16. Radios, musical instruments and supplies	379,607	393,263	+ 3.6
17. Shoes and other footwear	1,838,478	2,046,842	+11.3
18. Stationery, books and magazines	297,004	356,495	+20.0
19. All other departments, total	2,349,165	2,828,888	+20.4

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1941

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MONTHLY INDEXES OF RETAIL SALES, NOVEMBER, 1941

(1935-1939 = 100)

Substantial reduction in sales of stores specializing in the sale of furniture, radios or electrical equipment forms the outstanding feature in retail sales statistics for November, the first complete month during which the restrictions on instalment buying introduced in October were in effect. Gains for other lines of business included in the monthly survey were generally smaller than those recorded during earlier months of the year, an average increase of 8 per cent for all trades combined over November, 1940 comparing with a gain of 16 per cent for the year to date. The general index of sales, unadjusted for differences in number of business days in different months or for normal seasonal movements and on the base, 1935 - 1939 = 100 stands at 147.1 for November, 1941, 152.4 for October and at 135.7 for November last year.

The underlying trend in retail furniture store sales as measured by the seasonally adjusted index reached its peak in the month of July after which a downward trend has been evident, the seasonally adjusted index declining from 148.1 for July to 135.5 for August, 121.8 for September, 115.7 for October and 97.8 for November. November sales this year were 16 per cent below the level of November a year ago.

Sales of stores specializing in radios or household appliances have also dropped off sharply during recent months with November sales standing 21 per cent below November, 1940, while sales for the year to date are up 12 per cent. The seasonally adjusted index for this trade reached its peak in August, 1941 when it stood at 174.4. The following months witnessed successive reductions to 134.7 in September, 117.8 in October and 94.2 in November.

November sales of stores specializing in shoes remained unchanged from November, 1940 while relatively small gains of 9 per cent and 7 per cent were recorded for men's clothing stores and women's clothing stores respectively. The women's apparel departments of department stores averaged only 3 per cent higher in November this year than last, the men's clothing departments averaged 5 per cent higher while the shoe department was down by 1 per cent. These results for clothing and shoes must be interpreted in the light of conditions prevailing in the latter part of November, 1940 when cold weather conditions produced a marked stimulus to the clothing and footwear trades, comparisons between November, 1940 and 1939 revealing increases of 41 per cent for shoe stores, 25 per cent for men's clothing stores and 25 per cent for women's clothing stores.

The relatively small increases or decreases recorded in the clothing and footwear departments of department stores in November of this year over last together with decreases of 4 per cent in the furniture department, 14 per cent for household appliances and 23 per cent for the radio and musical instrument department offset moderate gains for other lines with the effect that department stores sales as a whole registered a minor gain of only 4 per cent over November, 1940. Results on a regional basis show that department store sales were slightly lower in the Prairie Provinces in November of this year than last. Sales in the Maritime Provinces were up by 17 per cent while relatively small gains of from 3 to 7 per cent were recorded in Quebec, Ontario and British Columbia.

Grocery and meat store sales were 14 per cent higher in November, 1940. Drug store sales averaged 15 per cent higher while results for other lines of business reveal gains of 26 per cent for candy stores, 10 per cent for hardware stores, 14 per cent for restaurants, 16 per cent for variety stores and 7 per cent for jewellery stores.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	November, 1941 + or - per cent compared with			Cumulative Indexes
	November 1930	November 1940	October 1941	Jan.-Nov., 1941 / Jan.-Nov., 1940
General Index	+18.2	+ 8.4	- 3.5	+15.6
Boot and Shoe Stores	- 3.2	+ 0.2	- 3.2	+16.3
Candy Stores	- 4.6	+26.4	- 1.3	+19.6
Men's Clothing Stores	+38.8	+ 9.1	+ 3.6	+19.3
Women's Clothing Stores	+27.4	+ 6.6	- 4.7	+16.8
Department Stores	+15.3	+ 3.6	- 2.2	+15.5
Drug Stores	+24.1	+14.6	- 5.4	+15.4
Furniture Stores	-19.4	-15.7	-24.9	+10.1
Grocery and Meat Stores	+26.6	+14.4	- 0.8	+14.7
Hardware Stores	+13.9	+10.2	-15.5	+17.1
Radio and Electrical Stores	-47.0	-21.1	-23.7	+11.6
Restaurants	- 9.0	+14.4	- 3.8	+15.8
Variety Stores	+92.4	+15.6	+ 2.8	+20.3

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

November, 1940 and November, 1941

Region	Sales in November, 1941 Compared with Sales in November, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 0.1	+ 6.9
Maritime Provinces	+11.4	+33.7
Quebec	- 2.0	+ 1.8
Ontario	- 2.7	+8.2
Prairie Provinces	+ 0.7	+ 5.0
British Columbia	+ 6.2	+ 1.2

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
November, 1929	150.5	139.2	171.2	151.3	190.1	212.9	184.2	142.3	139.4	144.7	161.3	142.2	122.1	120.7
November, 1930	124.4	119.7	133.1	121.3	139.2	161.2	126.0	101.1	122.8	132.5	135.7	124.5	108.0	109.2
November, 1931	109.1	106.7	114.1	106.9	115.7	141.6	108.0	89.9	109.3	122.2	123.0	110.6	103.3	107.7
November, 1932	91.5	87.1	112.1	103.9	85.5	101.4	96.4	77.4	85.0	91.7	103.3	89.6	90.0	91.3
November, 1933	89.6	85.0	110.4	103.4	85.7	101.2	101.2	80.9	80.7	86.7	101.7	87.9	87.2	88.5
November, 1934	94.9	89.5	93.9	89.3	84.5	99.4	114.8	91.1	91.6	97.7	108.8	93.7	89.2	90.2
November, 1935	104.3	95.2	106.0	97.1	89.8	100.6	126.3	93.2	98.0	99.5	116.3	99.0	95.8	94.7
November, 1936	102.2	100.2	111.7	112.9	80.5	98.5	125.5	106.1	106.6	99.9	112.6	101.2	95.5	99.5
November, 1937	109.1	107.3	96.4	95.1	84.5	100.6	128.7	105.8	113.7	103.6	120.5	104.6	100.6	102.7
November, 1938	106.7	101.1	100.0	99.0	76.6	93.0	119.8	95.4	110.1	99.5	118.5	102.8	99.7	101.1
November, 1939	113.2	107.1	90.9	98.0	83.6	101.1	127.9	101.4	117.8	106.1	123.9	107.1	105.0	106.5
November, 1940	135.7	123.0	128.6	130.4	105.1	120.5	160.3	120.1	146.8	124.9	150.9	128.5	116.9	115.5
November, 1941	147.1	138.6	128.8	134.6	132.8	157.5	174.9	136.1	156.5	138.2	156.4	138.4	134.0	135.5
1940														
December	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.4	134.9	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119.2	160.8	120.4	146.1	132.2	131.6
September	137.3	136.4	132.3	111.8	118.9	130.8	128.5	130.5	135.3	144.4	138.6	136.6	130.6	130.8
October	152.4	138.0	133.1	121.3	134.5	139.0	168.8	132.9	164.2	131.4	160.0	136.5	141.6	135.8
November	147.1	138.6	128.8	134.6	132.8	157.5	174.9	136.1	156.5	138.2	156.4	138.4	134.0	135.5

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
November, 1929	184.7	163.6	133.4	128.3	151.4	154.4	293.8	194.6	165.9	173.0	98.6	94.6
November, 1930	128.6	118.1	114.0	113.9	122.0	129.6	217.9	150.3	137.2	145.5	92.4	91.4
November, 1931	114.7	104.1	98.9	104.4	98.3	100.3	170.9	113.2	109.7	117.5	86.4	88.6
November, 1932	68.7	63.5	88.8	90.8	70.7	69.3	103.5	67.2	87.6	92.6	74.8	74.6
November, 1933	72.3	70.1	85.8	87.0	70.4	69.0	93.3	64.0	84.4	89.2	73.5	73.0
November, 1934	88.3	86.5	85.8	86.0	88.6	86.9	109.5	76.2	91.1	95.9	81.4	80.5
November, 1935	97.5	93.3	98.6	93.1	89.1	87.4	120.7	84.0	98.7	102.9	93.3	87.2
November, 1936	105.8	107.4	90.5	95.6	97.5	99.4	128.7	105.0	100.5	107.6	94.1	96.5
November, 1937	117.2	114.8	99.7	102.7	102.7	100.7	13[illegible].4	103.1	104.9	110.8	105.0	104.7
November, 1938	104.1	97.2	98.0	100.2	110.4	108.3	110.6	86.8	96.6	102.1	106.8	106.5
November, 1939	110.9	103.5	106.3	107.8	110.0	107.9	124.8	97.9	100.3	106.0	123.1	122.3
November, 1940	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7	109.2	113.9	153.8	143.8
November, 1941	103.6	97.8	144.3	141.4	138.9	141.6	115.4	94.2	124.9	132.4	177.8	171.2
1940												
December	185.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	276.2	146.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.4	145.7	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	133.0	136.3	149.3	133.1	134.5	169.1	125.2	119.4	152.2	152.7
August	138.8	135.5	146.0	148.3	149.6	142.4	136.9	174.4	134.3	124.4	158.9	163.1
September	140.1	121.8	133.8	139.2	157.8	134.2	157.2	134.7	128.5	124.1	152.3	162.6
October	137.9	115.7	145.4	143.2	164.4	140.2	151.3	117.8	129.8	127.0	173.0	166.2
November	103.6	97.8	144.3	141.4	138.9	141.6	115.4	94.2	124.9	132.4	177.8	171.2

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores(c)						
November, 1936..	125.5	113.5	124.4	129.6	128.1	113.7
November, 1937..	128.7	117.0	121.9	130.3	145.7	124.3
November, 1938..	119.8	109.3	112.3	119.1	147.9	111.7
November, 1939..	127.9	139.2	118.4	128.9	145.8	112.9
November, 1940..	160.3	182.9	150.3	160.3	181.7	137.3
November, 1941..	174.9	223.3	168.4	175.1	178.2	146.1
1941						
June	137.5	173.9	142.9	136.1	125.8	115.2
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.1	156.3	120.6	108.0	93.8	121.9
September	128.5	157.2	122.8	124.9	136.3	127.6
October	168.8	197.1	169.2	168.7	170.5	141.4
November	174.9	223.3	168.4	175.1	178.2	146.1
% Change, November, 1941 / November, 1940	+ 9.1	+22.1	+12.0	+ 9.2	- 1.9	+ 6.4
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+19.3	+26.8	+20.3	+20.5	+13.3	+11.1
Women's Clothing Stores						
November, 1936..	106.6	100.2	102.3	112.1	103.1	98.7
November, 1937..	113.7	112.4	106.3	120.1	114.2	101.5
November, 1938..	110.1	107.7	101.1	112.5	124.5	102.0
November, 1939..	117.8	133.2	108.8	122.1	122.9	106.9
November, 1940..	146.8	178.3	127.9	151.5	162.3	138.9
November, 1941..	156.5	185.5	144.7	163.9	162.1	130.1
1941						
June.....	133.2	163.4	142.7	129.8	115.6	137.0
July.....	111.0	133.5	108.0	108.9	105.6	129.2
August.....	119.2	157.0	119.4	119.8	105.1	120.7
September.....	135.3	156.9	130.0	133.0	132.7	156.6
October.....	164.2	180.3	171.4	164.2	158.4	145.2
November.....	156.5	185.5	144.7	163.9	162.1	130.1
% Change, November, 1941 / November. 1940	+ 6.6	+ 4.0	+13.1	+ 8.2	- 0.1	- 6.3
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+16.8	+19.5	+21.4	+17.9	+ 9.2	+9.6
Grocery and Meat Stores						
November, 1936..	90.5	(g)	87.8	91.9	87.6	97.9
November, 1937..	99.7	(g)	96.6	100.9	99.8	105.2
November, 1938..	98.0	(g)	100.7	100.3	90.3	87.9
November, 1939..	106.3	108.3	103.5	107.7	108.9	102.6
November, 1940..	126.1	127.5	118.8	130.2	129.1	124.2
November, 1941..	144.3	160.3	134.4	148.7	144.1	139.0
1941						
June.....	139.4	132.3	141.4	136.1	146.8	146.2
July.....	133.0	137.8	121.3	134.6	148.6	136.9
August.....	146.0	150.8	131.1	145.8	171.0	156.6
September.....	133.8	147.4	126.1	132.0	146.8	134.1
October.....	145.4	154.2	140.7	145.9	150.0	142.6
November.....	144.3	160.3	134.4	148.7	144.1	139.0
% Change, November, 1941 / November, 1940	+14.4	+25.7	+13.1	+14.2	+11.6	+11.9
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+14.7	+15.7	+13.8	+16.6	+10.9	+12.6

(c) Includes men's furnishings. (g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
November, 1936..	112.6	112.6	105.8	117.3	114.2	101.4
November, 1937..	120.5	118.1	113.5	119.0	129.6	114.1
November, 1938..	118.5	106.7	114.2	116.9	131.2	106.3
November, 1939..	123.9	130.0	121.9	124.3	128.7	110.4
November, 1940..	150.9	155.5	141.0	150.0	160.8	139.7
November, 1941..	156.4	181.9	150.2	154.2	158.9	150.0
1941						
June.....	123.7	147.0	129.0	125.2	114.5	120.8
July.....	102.2	127.5	97.4	97.9	97.1	119.1
August.....	120.4	137.2	120.1	121.7	107.0	138.0
September.....	138.6	150.6	140.6	138.2	131.7	147.5
October.....	160.0	180.7	163.7	158.5	154.5	161.0
November.....	156.4	181.9	150.2	154.2	158.9	150.0
% Change, November, 1941 / November, 1940	+ 3.6	+17.0	+ 6.5	+ 2.8	- 1.2	+ 7.4
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+15.5	+24.3	+15.8	+16.0	+11.9	+16.2
Variety Stores						
November, 1936..	94.1	92.3	85.7	95.7	105.2	96.3
November, 1937..	105.0	104.8	100.0	108.1	106.2	101.7
November, 1938..	106.8	107.3	105.4	106.3	112.8	104.2
November, 1939..	123.1	143.2	120.1	118.3	140.9	110.9
November, 1940..	153.8	195.2	151.1	149.4	162.2	128.6
November, 1941..	177.8	240.1	173.8	174.3	176.8	141.5
1941						
June.....	154.0	196.7	172.3	144.5	144.0	118.1
July.....	152.2	196.2	160.7	143.1	152.0	128.6
August.....	158.9	207.4	170.9	150.5	141.8	141.2
September.....	152.3	202.1	162.7	141.3	148.9	132.3
October.....	173.0	220.3	184.4	164.3	173.4	133.3
November.....	177.8	240.1	173.8	174.3	176.8	141.5
% Change, November, 1941 / November, 1940	+15.6	+23.0	+15.0	+16.7	+ 9.0	+10.0
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+20.3	+27.4	+22.7	+20.5	+13.4	+10.9
Drug Stores						
November, 1936..	95.5	93.4	98.5	95.3	94.8	92.7
November, 1937..	100.6	99.5	103.3	102.0	95.2	99.3
November, 1938..	99.7	95.7	103.2	99.4	99.4	97.4
November, 1939..	105.0	106.7	107.1	104.2	106.7	99.5
November, 1940..	11[illegible].9	126.4	116.7	117.7	112.4	114.5
November, 1941..	134.0	147.4	133.3	137.5	125.4	123.0
1941						
June.....	122.8	133.7	118.7	125.6	120.2	112.6
July.....	1[illegible].0	145.5	122.2	128.8	126.6	124.9
August.....	132.2	149.3	126.4	132.5	132.7	128.2
September.....	130.6	143.4	127.2	129.9	132.5	127.6
October.....	141.6	151.7	138.9	135.3	155.4	145.5
November.....	134.0	147.4	133.3	137.5	125.4	123.0
% Change, November, 1941 / November, 1940	+14.6	+16.6	+14.2	+16.8	+11.6	+ 7.4
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+15.4	+21.6	+13.1	+16.7	+13.8	+11.1

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1940 AND NOVEMBER, 1941

(Based on sales of 16 firms)

	November 1940	November 1941	% Change 1941/40
TOTAL SALES	26,596,457	27,674,813	+ 4.1
1. Women's dresses, coats and suits	2,908,117	2,923,543	+ 0.5
2. Girls' and infants' wear	1,120,367	1,226,020	+ 9.4
3. Hosiery and gloves	1,311,013	1,374,319	+ 4.8
4. Lingerie and corsets	1,199,334	1,238,594	+ 3.3
5. Millinery	305,895	305,825	(a)
6. Women's and children's apparel--(Total,1-5)	6,844,726	7,068,301	+ 3.3
7. Men's and boys' clothing and furnishings	3,731,886	3,916,528	+ 4.9
8. Drugs and toilet articles and preparations	693,488	751,638	+ 8.4
9. Piece goods	1,789,695	1,942,519	+ 8.5
10. Smallwares	1,028,404	1,063,643	+ 3.4
11. Food and kindred products	2,099,377	2,412,715	+14.9
12. Furniture (including mattresses and springs)	1,134,211	1,087,580	- 4.1
13. Home furnishings	1,646,129	1,690,152	+ 2.7
14. Household appliances and electrical supplies	712,627	613,641	-13.9
15. Hardware and kitchen utensils	651,797	749,018	+14.9
16. Radios, musical instruments and supplies	444,576	344,046	-22.6
17. Shoes and other footwear	2,239,489	2,222,367	- 0.8
18. Stationery, books and magazines	500,800	520,362	+ 3.9
19. All other departments, total	3,079,252	3,292,303	+ 6.9

(a) Decline of less than 0.1 per cent.

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 11 No. 12

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1941

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OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1941

(1935-1939 = 100)

Brisk Christmas trading resulting from increased purchasing power in consumers' hands is reflected in retail trade statistics for December as reported to the Dominion Bureau of Statistics by a representative number of retail stores giving representation to twelve different lines of business. The amount of money spent by consumers in retail trading establishments in December, 1941 was 16 per cent above December, 1940 and exceeded that of any other month in the records of the past thirteen years. The composite index of sales, in the calculation of which each of the twelve components is given its proper weight, stands at 201.5 for December, 1941, at 146.6 for November, 1941 and at 174.1 for December, 1940. The previous high record was in December, 1929 when the index stood at 174.4.

With the exception of stores specializing in the sale of furniture, radios or electrical household appliances, all lines of business for which separate figures are available registered increased sales compared with December, 1940. Enhanced prices arising from increased excise taxes, reduced quotas on production and restrictions on instalment buying combined to effect a decrease of 26 per cent in the dollar business transacted by radio or electrical appliance specialty stores in December, 1941 compared with the preceding year. November sales were also below November, 1940, but declines during these months were rather more than offset by earlier increases, annual sales for 1941 standing 6 per cent above the dollar volume recorded for 1940. Furniture store sales were 19 per cent lower in December, 1941 than in December, 1940 and were up 7 per cent in the annual comparison. Adjustments for price increases would reveal reduced volume in 1941.

Shoe store sales ranged 38 per cent higher in December, 1941 than in the corresponding month of 1940. Part of this marked increase must be attributed to the fact that a considerable portion of the shoe trade normally transacted in December was transacted in November in 1940, cold weather conditions prevailing in the latter part of that month advancing the usual shoe trade season. The December increase in Quebec was outstanding, amounting to 55 per cent while increases for other regions were 28 per cent in the Maritime Provinces, 39 per cent in Ontario, 27 per cent in the Prairie Provinces and 14 per cent in British Columbia. Annual sales for the Dominion averaged 19 per cent higher in 1941 than in 1940.

Stores specializing in men's clothing or men's furnishings transacted 20 per cent more dollar business in December, 1941, than in December, 1940, while sales for the year were up by a similar percentage. Gains, both for the month of December and also for the year, were greater in Central and Eastern Canada than in the West. Percentage increases between December of 1941 and 1940 for each of the five regions of the country with percentage gains for the year in brackets are as follows: Maritime Provinces, 21 per cent (26 per cent); Quebec, 27 per cent (21 per cent); Ontario, 21 per cent (21 per cent); Prairie Provinces, 12 per cent (13 per cent); British Columbia, 10 per cent (11 per cent).

Women's specialty store sales were up 16 per cent in December, 1941, over 1940, while the annual comparison reveals a gain of 17 per cent. Regional results for this trade resemble those for men's clothing stores, with most pronounced gains in Central and Eastern Canada. December increases for the various regions with annual results in brackets follow: Maritime Provinces, 17 per cent (19 per cent); Quebec, 24 per cent (22 per cent); Ontario, 15 per cent (17 per cent); Prairie Provinces, 7 per cent (9 per cent); British Columbia, 13 per cent (11 per cent).

Department store sales were up 14 per cent in December, 1941 compared with 1940, while sales for the year 1941 averaged 15 per cent above the preceding twelve-month period. The Quebec increase of 18 per cent in December, 1941, over 1940 exceeded uniform gains of approximately 13 per cent for each of the other four economic divisions, while the Maritime Provinces stand highest in point of view of increased sales for the year.

Percentage increases for December with annual averages in brackets are as follows: Maritime Provinces, 13 per cent (22 per cent); Quebec, 18 per cent (16 per cent); Ontario, 14 per cent (16 per cent); Prairie Provinces, 13 per cent (12 per cent); British Columbia, 13 per cent (16 per cent).

A comparison of department store sales by departments for December, 1940 and 1941, shows the household appliance and electrical supplies department down 15 per cent; the radio and musical instrument department down 12 per cent; an increase of 2 per cent for the furniture department and increases of considerable magnitude for the other departments for which separate data are compiled. Women's and children's apparel departments gained 15 per cent while men's and boys' clothing and furnishings were up 18 per cent. Piece goods increased 19 per cent and the shoe department was up 23 per cent. December figures for other departments and annual totals by departments for 1940 and 1941 will be found in the attached tables.

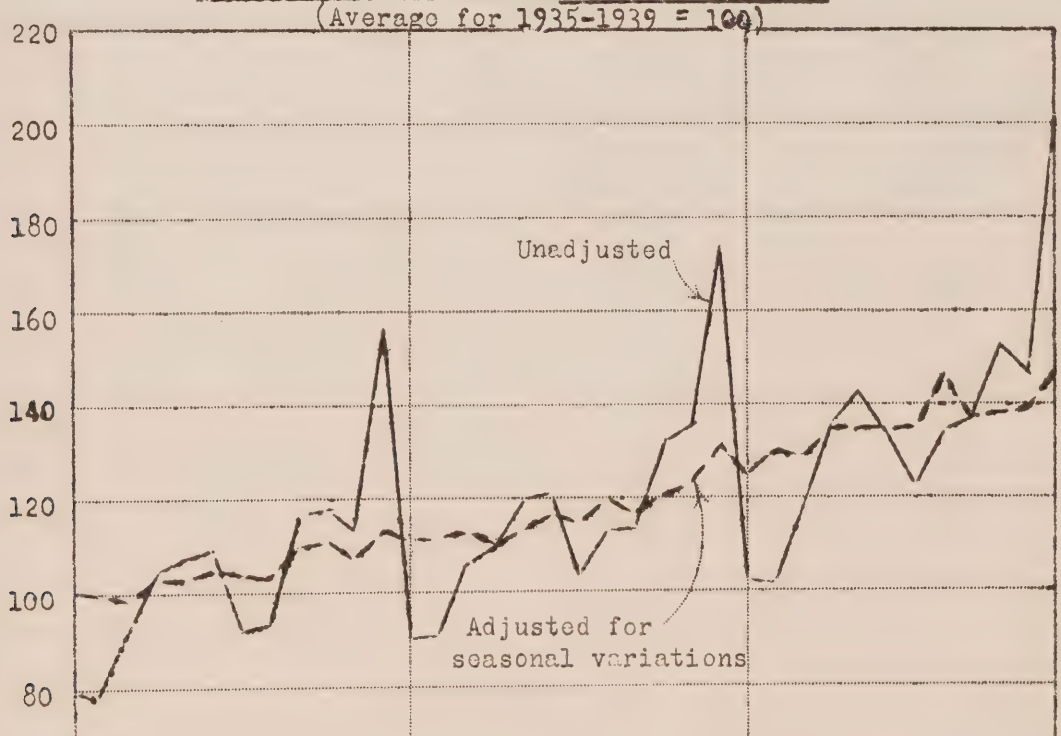
December sales of drug stores increased 36 per cent over November, 1941, and were 13 per cent above December, 1940, while sales for the year 1941 averaged 15 per cent above the preceding year. The 36 per cent increase from November was considerably in excess of the usual seasonal movement with the result that the seasonally adjusted index of drug store sales advanced from 135.9 in November to 145.9 in December. Increases over December, 1940, were reported in all sections, percentage increases between December, 1940 and 1941, for each of the five economic divisions with annual increases in brackets are as follows: Maritime Provinces, 14 per cent (21 per cent); Quebec, 7 per cent (13 per cent); Ontario, 16 per cent (17 per cent); Prairie Provinces, 11 per cent (14 per cent); British Columbia, 12 per cent (11 per cent).

Customers spent 20 per cent more money in grocery and meat stores in December, 1941, than in December, 1940, while sales for the year advanced 15 per cent. The December increase was higher in the Maritime Provinces than elsewhere, while annual increases were fairly uniform for Central and Eastern Canada. Percentage increases between December of 1940 and 1941 for each of the five divisions with annual gains in brackets stand as follows: Maritime Provinces, 30 per cent (17 per cent); Quebec, 21 per cent (15 per cent); Ontario, 18 per cent (17 per cent); Prairie Provinces, 14 per cent (11 per cent); British Columbia, 15 per cent (13 per cent).

Sales of hardware stores gained 23 per cent between November and December and were 17 per cent higher than in December, 1940, an increase similar to that recorded in the annual totals. Restaurants receipts increased 18 per cent in December, 1941 over 1940, while annual figures were up 16 per cent.

Variety stores continued the increase in business recorded in results for earlier months. December sales of variety stores gained 90 per cent over November and stood 21 per cent over December, 1940. The 90 per cent increase over November was somewhat greater than the usual seasonal movement for this time of the year; the seasonally

General Index of Retail Sales, 1939-1941
(Average for 1935-1939 = 100)



adjusted index rising from 171.6 in November to 175.0 in December. Annual sales for this trade were up 20 per cent.

Jewellery store sales increased 8 per cent over December, 1940. Gains of 23 and 12 per cent in the Maritimes and Quebec were modified by smaller gains in Ontario and British Columbia and by a 4 per cent decrease in the Prairies.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	December, 1941 + or - per cent compared with			Cumulative Indexes
	December 1930	December 1940	November 1941	Jan.-Dec.,1941 / Jan.-Dec.,1940
General Index	+27.0	+15.7	+37.4	+15.6
Boot and Shoe Stores	+16.3	+38.1	+58.0	+18.7
Candy Stores	+15.7	+42.1	+141.2	+23.4
Men's Clothing Stores	+68.9	+20.3	+37.4	+19.5
Women's Clothing Stores	+ 5.5	+16.1	+44.6	+16.7
Department Stores	+26.4	+13.9	+54.1	+15.2
Drug Stores	+45.2	+13.0	+36.2	+15.1
Furniture Stores	- 6.0	-19.3	+33.1	+ 6.5
Grocery and Meat Stores	+28.6	+19.6	+12.7	+15.1
Hardware Stores	+26.8	+17.2	+23.3	+17.2
Radio and Electrical Stores	-38.7	-25.6	+44.7	+ 6.2
Restaurants	- 8.0	+17.6	+ 9.7	+16.3
Variety Stores	+101.6	+20.8	+90.3	+20.4

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

December, 1940 and December, 1941

Region	Sales in December, 1941 Compared with Sales in December, 1940	
	Boot and Shoe Stores	Jewellery Stores
CANADA	+38.1	+ 8.1
Maritime Provinces	+27.5	+22.8
Quebec	+54.9	+11.8
Ontario	+39.1	+ 8.6
Prairie Provinces	+27.0	- 4.1
British Columbia	+13.8	+ 4.9

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)		Women's Clothing		Departmental		Drugs	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
December, 1929	174.4	137.0	207.1	153.1	345.9	196.6	160.5	130.9	237.5	134.1	201.7	136.0	135.1	119.4
December, 1930	158.6	120.8	174.3	125.8	278.1	153.1	142.3	112.4	213.1	116.5	189.4	123.7	126.0	109.2
December, 1931	139.7	106.0	164.9	119.0	265.4	146.1	119.4	94.3	193.5	105.8	167.8	109.2	120.1	103.4
December, 1932	114.3	82.4	136.7	92.1	225.6	116.4	106.0	77.6	180.9	91.6	129.3	82.2	106.1	89.1
December, 1933	112.5	83.5	127.9	86.9	192.5	102.3	97.7	73.7	178.3	93.0	134.0	88.6	101.6	86.9
December, 1934	121.2	90.3	161.7	104.0	198.1	106.1	125.8	96.7	176.8	94.0	149.6	99.3	105.3	91.0
December, 1935	125.9	94.6	156.0	103.5	200.5	113.9	134.5	93.6	179.5	101.3	152.7	97.8	108.7	96.1
December, 1936	138.3	101.4	147.2	92.9	196.9	108.4	166.5	101.4	152.1	99.2	167.2	103.4	126.0	99.8
December, 1937	147.9	111.1	172.0	114.5	194.2	111.3	174.3	109.7	155.2	104.6	174.8	107.6	133.3	105.2
December, 1938	144.3	99.9	139.0	81.9	187.3	93.1	163.7	92.4	153.6	94.7	171.7	101.8	131.2	101.3
December, 1939	157.1	112.3	143.9	98.5	198.6	101.7	178.8	104.0	168.0	106.7	188.9	116.4	141.6	111.4
December, 1940	174.1	130.9	146.8	107.0	226.5	124.0	199.7	125.6	193.6	133.0	210.2	132.2	161.9	131.6
December, 1941	201.5	147.2	202.7	144.2	321.8	170.7	240.3	146.4	224.8	149.6	239.4	145.8	183.0	145.9
1941														
January	102.3	124.5	80.0	114.2	86.0	117.2	91.8	121.4	88.1	121.3	93.1	123.5	117.9	124.1
February	101.5	130.5	67.0	134.6	124.0	134.3	82.4	139.5	79.9	137.3	94.8	126.1	112.4	124.6
March	119.2	129.3	99.8	142.6	102.4	124.2	104.4	130.0	114.8	135.8	111.6	125.0	123.9	125.8
April	135.7	135.2	148.8	128.3	171.5	129.6	146.9	143.4	169.9	135.4	132.2	133.4	120.8	125.1
May	143.0	134.5	142.8	121.9	130.3	124.4	135.5	137.2	142.1	134.2	134.3	129.2	126.8	126.5
June	133.8	134.3	155.5	117.9	89.6	122.5	137.5	134.9	133.2	123.7	123.7	123.1	122.8	133.4
July	122.4	134.9	114.7	119.8	101.9	121.4	111.8	136.2	111.0	132.1	102.2	132.5	128.0	130.9
August	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119.2	160.8	120.4	146.1	132.2	131.6
September	137.3	136.4	132.3	111.8	118.9	130.8	128.5	130.5	135.3	144.4	138.6	136.6	130.6	130.8
October	152.4	138.0	133.1	121.3	134.5	139.0	168.8	132.9	164.2	131.4	160.0	136.5	141.6	135.8
November	146.6	138.1	128.3	134.0	133.4	158.2	174.9	136.1	155.5	137.4	155.4	137.6	134.4	135.9
December	201.5	147.2	202.7	144.2	321.8	170.7	240.3	146.4	224.8	149.6	239.4	145.8	183.0	145.9

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware		Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B	A	B	A	B	A	B
December, 1929	177.5	144.4	137.2	134.6	165.8	151.0	306.4	184.9	177.8	173.4	161.5	90.4
December, 1930	142.3	111.8	126.0	120.6	135.2	118.4	272.5	158.1	150.6	145.0	168.2	91.9
December, 1931	123.2	97.5	111.0	105.8	112.9	98.9	169.5	99.5	125.6	120.9	165.7	90.2
December, 1932	77.3	63.9	98.2	94.8	72.7	63.7	109.0	66.0	98.7	93.8	142.9	.7
December, 1933	79.7	71.2	94.0	83.6	77.7	70.8	99.8	64.4	89.8	86.4	140.7	73.7
December, 1934	95.6	86.2	90.1	82.0	95.5	87.0	122.0	78.8	95.7	92.4	156.5	82.3
December, 1935	102.2	94.4	96.4	91.2	98.0	89.2	123.1	79.5	104.1	101.5	166.8	88.1
December, 1936	125.6	112.0	109.2	100.4	106.3	93.1	148.7	105.7	113.8	109.5	191.1	98.2
December, 1937	124.0	113.2	124.5	119.2	113.4	99.3	143.0	101.6	108.9	104.5	209.1	113.7
December, 1938	121.2	100.2	121.4	101.1	114.0	102.6	136.9	97.3	103.2	98.1	218.2	104.7
December, 1939	139.5	119.4	129.3	110.9	125.6	117.5	146.3	108.1	109.8	105.7	248.1	122.7
December, 1940	165.8	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	114.9	280.7	148.3
December, 1941	133.8	113.1	162.0	149.5	171.4	154.2	167.0	118.7	138.5	133.3	339.1	175.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	96.9	151.4
February	103.6	132.8	117.0	127.3	77.7	142.4	110.4	148.5	103.2	116.9	103.8	153.6
March	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
May	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
June	131.5	137.6	139.4	145.7	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	133.0	136.3	149.3	133.1	134.5	169.1	125.2	119.1	152.2	152.7
August	138.8	135.5	146.0	148.3	149.6	142.4	136.9	174.4	134.7	124.8	158.9	163.1
September	140.1	121.[illegible]	133.7	139.1	157.8	134.2	157.2	134.7	129.7	125.3	152.3	162.6
October	137.9	115.7	145.2	143.0	16[illegible].4	140.2	151.3	117.[illegible]	131.0	128.2	173.0	166.2
November	100.5	94.9	143.7	140.8	139.0	141.7	115.4	94.2	126.2	133.8	178.2	171.6
December	133.8	113.1	162.0	149.5	171.4	154.2	167.0	118.7	138.5	133.3	339.1	175.0

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
December, 1936 ..	166.5	173.8	152.9	174.2	149.1	184.5
December, 1937 ..	174.3	183.4	166.1	181.0	149.5	192.4
December, 1938 ..	163.7	171.7	145.4	173.8	149.8	176.6
December, 1939 ..	178.8	208.4	151.6	188.6	171.9	189.9
December, 1940 ..	199.7	250.8	171.9	212.0	178.8	201.6
December, 1941 ..	240.3	304.5	217.8	256.8	200.1	222.3
1941						
July	111.8	164.6	114.6	102.4	106.4	115.6
August	114.1	156.3	120.6	108.0	93.8	121.9
September	128.5	157.2	122.8	124.9	136.3	127.6
October	168.8	197.1	169.2	168.7	170.5	141.4
November	174.9	223.1	166.6	175.9	179.9	143.8
December	240.3	304.5	217.8	256.8	200.1	222.3
% Change, December, 1941 / December, 1940	+20.3	+21.4	+26.7	+21.1	+11.9	+10.3
% Change, Jan.-Dec.,1941 / Jan.-Dec.,1940	+19.5	+26.0	+21.0	+20.7	+13.2	+10.8
Women's Clothing Stores						
December, 1936 ..	152.1	144.2	144.1	160.1	145.8	146.3
December, 1937 ..	155.2	174.5	145.7	164.3	144.6	142.8
December, 1938 ..	153.6	165.2	140.0	161.8	153.8	144.2
December, 1939 ..	168.0	195.4	151.7	177.6	166.9	154.8
December, 1940 ..	193.6	227.6	182.7	205.1	178.0	173.7
December, 1941 ..	224.8	266.4	226.6	236.1	190.4	196.1
1941						
July	111.0	133.5	108.0	108.9	105.6	129.2
August	119.2	157.0	119.4	119.8	105.1	120.7
September	135.3	156.9	130.0	133.0	132.7	156.6
October	164.2	180.3	171.4	164.2	158.4	145.2
November	155.5	188.3	144.0	161.3	159.1	139.0
December	224.8	266.4	226.4	236.1	190.4	196.1
% Change, December, 1941 / December, 1940	+16.1	+17.0	+24.0	+15.1	+ 7.0	+12.9
% Change, Jan.-Dec.,1941 / Jan.-Dec.,1940	+16.7	+19.3	+21.7	+17.4	+ 8.7	+10.6
Grocery and Meat Stores						
December, 1936 ..	109.2	(g)	103.9	111.5	106.1	122.9
December, 1937 ..	124.5	(g)	119.9	126.6	121.9	134.9
December, 1938 ..	121.4	(g)	124.9	127.6	103.7	102.9
December, 1939 ..	129.3	131.0	128.4	132.2	123.7	123.2
December, 1940 ..	135.5	136.3	130.6	141.6	128.6	130.9
December, 1941 ..	162.0	177.4	158.4	167.7	146.9	150.8
1941						
July	133.0	137.8	121.3	134.6	148.6	136.9
August	146.0	150.8	131.1	145.8	171.0	156.6
September	133.7	147.4	126.1	132.0	146.0	134.1
October	145.2	154.2	140.7	145.9	148.0	142.6
November	143.7	156.5	134.4	148.6	141.8	139.1
December	162.0	177.4	158.4	167.7	146.9	150.8
% Change, December, 1941 / December, 1940	+19.6	+30.2	+21.3	+18.4	+14.2	+15.2
% Change, Jan.-Dec.,1941 / Jan.-Dec.,1940	+15.1	+16.8	+14.5	+16.8	+10.8	+12.8

(c) Includes men's furnishings.

(g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
December, 1936 ..	167.2	174.0	162.8	174.9	160.6	158.8
December, 1937 ..	174.8	184.2	179.3	183.1	161.2	168.8
December, 1938 ..	171.7	169.5	180.1	175.6	163.0	171.0
December, 1939 ..	188.9	204.6	198.1	195.3	177.9	173.5
December, 1940 ..	210.2	245.3	215.3	218.9	192.3	197.2
December, 1941 ..	239.4	276.7	253.0	249.0	217.1	222.4
1941						
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.4	137.2	120.1	121.7	107.0	138.0
September	138.6	149.7	140.6	138.2	131.7	147.5
October	160.0	180.7	163.7	158.5	154.5	161.0
November	155.4	181.3	148.5	153.2	157.9	150.0
December	239.4	276.7	253.0	249.0	217.1	222.4
% Change, December, 1941 / December, 1940	+13.9	+12.8	+17.5	+13.8	+12.9	+12.8
% Change, Jan.-Dec., 1941 / Jan.-Dec., 1940	+15.2	+22.3	+15.9	+15.6	+12.0	+15.7
Variety Stores						
December, 1936 ..	191.1	198.0	166.6	197.7	191.8	220.3
December, 1937 ..	209.1	225.2	191.7	217.4	190.1	226.1
December, 1938 ..	218.2	231.0	199.7	221.5	220.9	239.0
December, 1939 ..	248.1	302.9	227.6	242.6	264.2	257.4
December, 1940 ..	280.7	368.5	257.2	278.1	281.7	268.7
December, 1941 ..	339.1	447.0	328.0	332.2	332.8	301.8
1941						
July.....	152.2	196.2	160.7	143.1	152.0	128.6
August	158.9	207.4	170.9	150.5	141.8	141.2
September	152.3	202.1	162.7	141.3	148.9	132.3
October	173.0	220.3	184.4	164.3	173.4	133.3
November	178.2	240.1	175.5	174.3	176.8	141.5
December	339.1	447.0	328.0	332.2	332.8	301.8
% Change, December, 1941 / December, 1940	+20.8	+21.3	+27.5	+19.5	+18.1	+12.3
% Change, Jan.-Dec., 1941 / Jan.-Dec., 1940	+20.4	+26.3	+23.6	+20.3	+14.2	+11.2
Drug Stores						
December, 1936 ..	126.0	139.6	114.4	125.0	132.4	133.7
December, 1937 ..	133.3	151.1	123.2	134.2	131.4	140.7
December, 1938 ..	131.2	131.8	120.7	131.9	138.0	135.5
December, 1939 ..	141.6	160.1	127.6	139.8	152.2	145.2
December, 1940 ..	161.9	196.5	154.9	156.5	169.5	163.1
December, 1941 ..	183.0	223.5	164.9	182.1	188.9	182.9
1941						
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.2	149.3	126.4	132.5	132.7	128.2
September	130.6	143.4	127.2	129.9	132.5	127.6
October	141.6	151.7	138.9	135.3	155.4	145.5
November	134.4	149.3	134.5	137.1	126.4	123.4
December	183.0	223.5	164.9	182.1	188.9	182.9
Change, December, 1941 / December, 1940	+13.0	+13.7	+ 6.5	+16.4	+11.4	+12.1
Change, Jan.-Dec., 1941 / Jan.-Dec., 1940	+15.1	+20.7	+12.5	+16.7	+13.6	+11.3

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1940 AND DECEMBER, 1941

(Based on sales of 20 firms)

	December 1940	December 1941	% Change, 1941/40
	$	$	
TOTAL SALES	39,222,904	44,807,483	+14.2
1. Women's dresses, coats and suits	3,072,980	3,535,611	+15.1
2. Girls' and infants wear	1,430,052	1,785,458	+24.9
3. Hosiery and gloves	2,366,088	2,526,238	+ 6.8
4. Lingerie and corsets	2,110,660	2,452,105	+16.2
5. Millinery	247,814	283,161	+14.3
6. Women's and children's apparel--(Total,1-5)	9,227,594	10,582,573	+14.7
7. Men's and boys' clothing and furnishings	5,242,934	6,192,207	+18.1
8. Drugs and toilet articles and preparations	1,624,640	1,850,623	+13.9
9. Piece goods	2,168,163	2,588,179	+19.4
10. Smallwares	1,714,754	1,981,498	+15.6
11. Food and kindred products	2,677,601	3,126,883	+16.8
12. Furniture (including mattresses and springs)	1,423,200	1,452,658	+ 2.1
13. Home furnishings	2,053,616	2,333,999	+13.7
14. Household appliances and electrical supplies	1,028,060	878,128	-14.6
15. Hardware and kitchen utensils	954,630	1,086,976	+13.9
16. Radios, musical instruments and supplies	721,217	637,640	-11.6
17. Shoes and other footwear	2,707,856	3,324,837	+22.8
18. Stationery, books and magazines	1,274,062	1,460,536	+14.6
19. All other departments, total	6,404,577	7,310,746	+14.1

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1940 and 1941

(Based on sales of 23 firms)

	1940	1941	% Change 1941/40
	$	$	
TOTAL SALES	253,091,801	293,160,217	+15.8
1. Women's dresses, coats and suits.....	24,817,200	28,874,221	+16.3
2. Girls' and infants' wear.....	8,584,849	10,842,377	+26.3
3. Hosiery and gloves.....	11,567,327	13,067,016	+13.0
4. Lingerie and corsets	11,458,719	13,235,577	+15.5
5. Millinery	3,226,098	3,486,425	+ 8.1
6. Women's and children's apparel--(Total,1-5)..	59,654,193	69,505,616	+16.5
7. Men's and boys' clothing and furnishings	29,182,540	33,738,799	+15.6
8. Drugs and toilet articles and preparations...	7,701,479	8,821,632	+14.5
9. Piece goods	18,480,054	21,349,037	+15.5
10. Smallwares	9,089,249	10,113,790	+11.3
11. Food and kindred products.....	22,542,680	25,816,410	+14.5
12. Furniture (including mattresses and springs).	14,440,900	17,209,636	+19.2
13. Home furnishings	18,110,960	20,892,499	+15.4
14. Household appliances and electrical supplies.	7,615,972	8,721,865	+14.5
15. Hardware and kitchen utensils	8,861,799	11,035,226	+24.5
16. Radios, musical instruments and supplies	3,973,619	3,899,777	- 1.9
17. Shoes and other footwear	18,953,505	21,285,796	+12.3
18. Stationery, books and magazines	4,261,353	4,840,104	+13.6
19. All other departments, total	30,223,498	35,930,030	+18.9